

CHAPTER 14.

SOCIAL MEDIA POLICY

14.1 PURPOSE

This policy is to provide guidelines and define individual and departmental responsibilities for the use of social media, such as Facebook and/or Twitter.

The purpose of social media is to inform as many citizens of City business in an effective and efficient manner. This will build a stronger community, by providing citizens a better understanding of their government.

14.2 DEFINITIONS

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, redactions, or comments.

Content: Any text, metadata, QR codes, digital recordings, videos, graphics, photos, and links on approved sites.

Employee: Elected officials and personnel appointed to a position (regular, temporary, or volunteer) of service with the City.

Employer: The City of Port Orchard

Page: The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.

Post: Content that an individual shares on a social media site or the act of publishing content on a site.

Profile: Information that a user provides about himself or herself on a social networking site.

Public Record: Any writing containing information relating to the conduct of government or the performance of any governmental or proprietary function prepared, owned, used, or retained by any state or local agency regardless of physical form or characteristics (RCW 42.56.010(2)).

Social Media Coordinator: A City of Port Orchard employee who has been designated to oversee the City's social media program.

Social Media Representative: A City of Port Orchard employee who has been trained in the Social Media Policy and who has been designated to establish and/or maintain a social media account on behalf of their department. A representative must be identified before the City department can use social media.

Social Media / Web 2.0: Internet-based technology communication tools with a focus on immediacy, interactivity, user participation and information sharing. Examples include, but are not limited to: forums; weblogs; wikis; social networking, communication, and bookmarking sites; podcasts; photo or video sharing sites; and real-time web communication sites/systems.

14.3 RESPONSIBILITIES

It is the responsibility of the Social Media Coordinator to train the Social Media Representatives, determine the content provided on the social media sites is subject to records retention requirements, assign and maintain a list of logins and passwords, and to oversee the City's social media program generally in order to ensure the City's social media activities adhere to the guidelines set forth herein.

It is the responsibility of Social Media Representatives to read and adhere to relevant policies, to maintain archival data, maintain current accurate information via City social media platforms, and to ensure that the City is being appropriately represented. (see City's Personnel Policies Manual Chapter 10.1)

It is the responsibility of Department Directors or designees to enforce this policy, to ensure that relevant City standards are met, and to ensure that the use of social media platforms meets the City's business needs. It is also the responsibility of Department Directors or designees to review and make decisions regarding the approval and distribution of information on social media platforms.

It is the responsibility of the LAN Technician to grant access to technology resources to appropriate staff.

It is the responsibility of Human Resources to integrate the policy into new employee training, orientation, and ongoing training of City work rules and policies.

14.4 POLICY AND PROCEDURE

Social media platforms must comply with applicable federal, state, and city laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, public records, records retention, First Amendment rights, privacy and security laws, and conduct policies established by the City of Port Orchard.

The best, most appropriate uses of social media platforms for the City of Port Orchard fall into two general categories: as channels for disseminating time-sensitive information as quickly as possible (i.e., emergency information); and as marketing or promotional channels which increase the City's ability to deliver its messages to the widest possible audience.

14.4.1 Designation of Social Media Coordinator and Social Media Representatives

The Public Records Officer is hereby designated as the Social Media Coordinator for the City. As such, he/she is responsible for coordinating the activities of Social Media Representatives and overseeing the social media program generally pursuant to Section 3.0 above.

Each Department Director will designate at least one Social Media Representative for the department, who is responsible for providing and updating content and

information posted on the social media site(s) pursuant to Section 3.0 above.

14.4.2 Request for Creation of Social Media Site

All requests for official City of Port Orchard social media sites are subject to review and approval by the Mayor. To request a new social media site, a Social Media Approval form (Appendix C) must be submitted to the Mayor.

14.4.3 Terms of Service

Typically, a Terms of Service (TOS) agreement is associated with the use of third-party social media tools. Each social media site usually requires users to accept a TOS agreement specific to that site.

- a. In order to avoid violations, the Social Media Coordinator in conjunction with the City Attorney, will review the most current TOS prior to implementing any new social media site.
- b. The Social Media Coordinator in conjunction with the City Attorney will review significant amendments made to the TOS for any sites currently used by the City, to determine whether these amendments contradict City policy.
- c. If the TOS appears to contradict City policy, the Social Media Coordinator will notify the Mayor, who will determine whether the use of such social media site is appropriate.

14.4.4 Access, User Names, and Passwords

Requests for social media sites or account changes (including, but not limited to adding or removing a social media sites, creating new user accounts, and changing permissions) must be submitted using the Social Media Approval form (Appendix C).

- a. Each Social Media Representative authorized to access and update a social media site must have a unique user account. Multiple Social Media Representatives will not share a generic login, and Social Media Representatives may not share their login or passwords with other staff members, volunteers, or others who update the social media site. Upon separation of the Social Media Representative, the Social Media Coordinator will be responsible for changing the login and password.
- b. Each social media user account will be set up in conjunction with an official City e-mail account for the purposes of privacy, security, and records retention.
- c. The Social Media Coordinator will maintain a list of all City social media sites, logins, and passwords. As needed, she/he may create administrative user accounts to enable the City to change account settings and to immediately add, edit, or remove content from social media sites. (see City's Personnel Policies Manual Chapter 9.3 (C))

14.4.5 Site Maintenance, Format and Content

14.4.5.01 Official Website

The City of Port Orchard's official website (www.cityofportorchard.us) will remain the City's primary and predominant internet presence.

14.4.5.02 Language

Content provided by the City on social media sites should avoid the use of abbreviations, jargon, acronyms, or slang iterations. Although social media sites are often more casual than other communication tools, they still represent the City and should maintain a professional image (see Personnel Policies Manual Chapter 9.3(B)).

14.4.5.03 Site Standards & Templates

For consistency and ease of use, the City's social media sites will use approved names, official titles, and the official City logo in the header/main page whenever possible.

14.4.5.04 Equal Access

Social Media sites requiring membership or subscription to view content should be avoided. Security settings should be as open as possible to allow the public to view content without requiring membership or login. When posting information on a social media site that requires membership or subscription, the City will provide an alternate source for the information so those who are not members may have equal access.

14.4.5.05 Updates and Maintenance

A social media platform, like any communication resource, must be updated regularly to ensure the information provided is current, accurate, and useful. Social Media Representatives are responsible for maintaining social media sites by viewing and updating them as necessary and appropriate. As a general rule of thumb, social media site content should be updated at least once per week.

14.4.5.06 Commenting and Discussions

Commenting and/or discussion boards are prohibited, unless approved by the City Council.

14.4.5.07 Disclaimers

Users of the City's social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public.

- a. All social media sites must include a general disclaimer regarding public records and external links. (see Appendix A)

14.4.6 Appropriate Use

All City of Port Orchard presences on social media platforms are considered an extension of the City's Personnel Policies Manual.

Approved Social Media Representatives are permitted to access and maintain

approved

City social media accounts during regular work hours and/or using City equipment.

Employees representing the City via social media platforms must conduct themselves at all times as representatives of the City of Port Orchard. Employees who fail to conduct themselves in an appropriate manner are subject to the disciplinary procedures outlined in applicable City's Personnel Policies Manual Chapter 9.4).

- a. When posting information on the City's or another agency's social media site, the Social Media Representative must identify themselves by full name, title, agency, and contact information, and shall address issues only within the scope of their specific authorization.
- b. All content posted by the Social Media Representative on the City's social media sites should be true and not misleading and all claims should be substantiated. In the event inaccurate information is posted on the City's social media sites it should be removed as soon as discovered and a public correction should be made.
- c. If employees exchange information on the City's or another agency's social media site, but are not authorized to speak on behalf of the City, they must clarify that they are presenting information on their own behalf and that they do not represent the position of the City.

14.4.7 Public Records Act Compliance

Any public records created through the use of social media platforms are subject to State and Local public records laws and records retention requirements. (see Disclaimers, Appendix A)

Each City-sponsored social media site must clearly indicate that any articles or other content posted or submitted for posting are subject to public disclosure laws.

An original record is created when unique information related to City businesses is posted on social media sites, which are not provided via the City's official website or in another format, and are, therefore, subject to the Public Records Act and records retention requirements. Examples of original records that may be created through use of social media sites include, but are not limited to:

- a. Account information (user names, passwords, etc.);
- b. Listings of social media site 'friends,' 'followers,' 'fans,' etc.;
- c. Information posted to social media sites that was not first provided via the City's official website, press release, or other format.

All social media content with public records value must be maintained for the

minimum required retention period in an easily accessible format that preserves the integrity of the original record to the extent possible. The Social Media Representative should refer to the most recent versions of the Washington State approved Records Retention Schedules for applicable records retention requirements. In general, the majority of content provided by the City on social media sites must be retained for at least two years (see Appendix B). Various methods may be employed to retain public records created on social media sites. Options include:

- a. Archiving Software/Service: The City may use software or service designed to capture content from social media sites for retention and retrieval;
- b. E-mail: Updates, comments and account change notifications are sent to a City email account created for this purpose and retained as described in this section;
- c. Website Capture: Web capture tools may be used to capture snapshots of City's social media sites in their native format, such as the Washington State Digital Archives website capturing program;
- d. PDF Format: Staff may convert social media pages to PDF format, and the PDF files saved for retention purposes. This option retains the content and formatting (look and feel) of the original web page.

14.4.8 Privacy and Security

See the City's Personnel Policies Manual Chapter 9.3 (c) for information related to privacy.

Employees should not include personally identifiable information about themselves or others, such as Social Security Numbers, personal phone numbers, email addresses, or home address via official City social media sites. As a security measure, Social Media Representatives shall not use the same password used in their personal accounts as the City's password.

Employees may not post any content involving or related to any of the following:

- a. Items that are involved in litigation or that could be involved in future litigation;
- b. Violates copyright license agreements;
- c. Promotes or advertises any political campaign or ballot measure;
- d. Can be used for or to promote any illegal activity;
- e. Promotes or solicits for an outside organization or group unless authorized by the Mayor;
- f. Defamatory, libelous, combative, offensive, disparaging, demeaning, or threatening materials related to any person or group; or
- g. Personal, private, sensitive or confidential information of any kind.