

Social Media Policy

Purpose: The goal of the City's social media channels is to serve as an online information source focused on city issues, projects, news and events, and is not intended as a public forum. The social media sites are administered by the City of Sequim, but the content on the sites is not entirely controlled by the City. The City does not endorse any link or advertisements on its social media sites placed by the site owners or their vendors or partners. The City reserves the right to remove any content from its social media sites at any time.

Comment Policy: All comments posted to the City's social media page will be monitored. The City reserves the right to remove inappropriate comments including those that: contain obscene language, or sexual content; threaten or defame any person or organization; violate the legal ownership interest of another party; support or oppose political candidates or causes; promotes illegal activity; promote commercial services or products, or are not related to the particular topic."

The City of Sequim reserves the right to restrict or remove any content that is deemed to be in violation of its Social Media Policy or any applicable law.

Policy Purpose - This Social Media Policy ("Policy") establishes guidelines for the establishment and use by the City of Sequim ("City") of social media sites as a means of conveying information to members of the public.

The intended purpose of City social media sites is to disseminate information from the City about the City's mission, meetings, activities, and current issues, to members of the public.

The City has an overriding interest and expectation in protecting the information posted on its social media sites and the content that is attributed to the City and its officials.

Definitions - "Social media sites" means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, Delicious, Pinterest, and Flickr.

"City social media sites" means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City social media sites shall supplement, and not replace, the City's required notices and standard methods of communication.

"Posts" or "a posting" means information, articles, pictures, videos or any other form of communication posted on a City social media site.

General Policy -

3.1. The City's official website at www.sequimwa.gov (or any domain owned by the City) will remain the City's primary means of internet communication.

3.2. The establishment of City social media sites requires approval by the City Manager or designee. Upon approval, City social media sites shall bear the name and/or official logo of the City.

3.3. All content on City social media sites shall be reviewed, approved, and administered by the City's Communications and Marketing Director or designee.

3.4. City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy.

3.5. City social media sites shall link back to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.

3.6. The City's Communications & Marketing Director shall monitor content on City social media sites to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.

3.7. The City shall use social media sites as consistently as possible and in conjunction with other established City communication tools.

3.8. City social media sites shall be managed consistent with the Open Public Meetings Act. Members of the City Council and City Commissions and of other governing bodies shall not, except in open public meetings respond to any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.

3.9. The City reserves the right to terminate any City social media site at any time without notice.

3.10. City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.

3.11. The City's Social Media Policy shall be displayed to users or made available by hyperlink.

3.12. All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.

3.13. City social media sites are subject to the Washington Public Records Act. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.

3.14. Employees representing the City on City social media sites shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies.

3.15. All City social media sites shall utilize authorized City contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any City employee is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.

3.16. City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any such hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors, or partners.

3.17. The City reserves the right to change, modify, or amend all or part of this policy at any time.

Content Guidelines

4.1. The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.

4.2. The City shall have full permission or rights to any content posted by the City, including photographs and videos.

4.3. Postings shall be made during normal business hours. After-hours or weekend postings shall only be made with approval of the City Communications and Marketing Director.

4.4. Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.

4.5. Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.

4.6. Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law;

4.7. Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public;

4.8. Postings to City social media sites shall NOT contain any of the following:

4.8.1. Comments that are not topically related to the particular posting being commented upon;

4.8.2. Comments in support of, or opposition to, political campaigns, candidates or ballot measures;

4.8.3. Profane language or content;

4.8.4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;

4.8.5. Sexual content or links to sexual content;

4.8.6. Solicitations of commerce which are not authorized by the City of Sequim;

4.8.7. Conduct or encouragement of illegal activity;

4.8.8. Information that may tend to compromise the safety or security of the public or public systems; or

4.8.9. Content that violates a legal ownership interest of any other party.

4.8.10 Personal attacks.

4.9. These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. Any content removed based on these guidelines must be retained for a limited time, including available time, date and identity of the poster.

4.10. The City reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the Communications and Marketing Director. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.

4.11. Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including e-mail content.

4.12. All of the content on City social media sites must be provided to the City's Communications and Marketing Director for review, approval and subsequent posting to the social media site.