

RESOLUTION NO. 17-002

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF COLLEGE PLACE ESTABLISHING SOCIAL MEDIA ADMINISTRATIVE POLICIES.

WHEREAS, social media, such as Facebook, Twitter, YouTube, Linked-In, etc., are becoming prevalent and widely accepted means of communication, a means preferred by some people; and

WHEREAS, the City of College Place, in a continuing effort to better communicate with all citizens, intends to authorize use of social media to communicate information about City projects and issues;

NOW THEREFORE BE IT RESOLVED by the City Council of the City of College Place, Washington as follows:

Section 1. Social Media Administrative Policies. The City Council hereby approves and adopts the policies, procedures, and guidelines establishing rules for the use of social media attached hereto as Exhibit 2 and incorporated herein by reference.

Section 2. Effective Date. This Resolution shall take effect immediately upon adoption by the City Council.

PASSED by the City Council of the City of College Place, Washington at a regular meeting held on _____, 2017.

Harvey Crowder, Mayor

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

**Exhibit 2: CITY OF COLLEGE PLACE
SOCIAL MEDIA POLICIES AND PROCEDURES**

Adopted by Resolution No17-002, 2017

PURPOSE

The purpose of this policy is to provide guidelines and define individual and departmental responsibilities for the use of social media. Social media includes, but is not limited to, social networking sites such as Instagram, FaceBook, and Linked-In, micro-blogging tools such as Twitter, and audiovisual sites such as YouTube.

Social media tools allow the City of College Place to share information and facilitate greater community engagement in alignment with City Council goals. Social media use shall comply with applicable City policies, the College Place Municipal Code, and State and Federal law. These policies are in place for all City of College Place employees, temporary employees, elected officials, volunteers, contractors, and vendors who use City communication or equipment.

- A. It is the responsibility of individual users to read and abide by relevant policies and to maintain accurate and current information on social media sites to represent the City appropriately.
- B. Any employee authorized to post items on any of the City social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.

The City of College Place reserves the right to modify this Policy as necessary. The City Administrator and City Clerk or designee shall have the authority to administratively make future amendments to or modifications of this Policy as deemed necessary or appropriate **subject to council approval**.

PROCEDURES

- A. The City of College Place's website, www.ci.college-place.wa.us, (or any domain owned by the City), will remain the City's primary means of internet communication.
- B. Prior to creating a social media site, the City will consider the need and value of a department or program dedicated site versus relying on the City website to disperse department or program information. Since social media sites lose the interest of their audiences when not updated regularly, department staff should calculate the time and effort it will take to maintain a site so that visitors continue to find value over time. As a rule of thumb, social media sites should be updated at least once per week. The City initially will have one account on each type of social media unless authorized by the City Administrator.
- C. The City Administrator must approve the creation of any social media accounts

and will assign specific staff members to maintain the sites. The City Clerk or designee will maintain a list of all City social media sites that are operating, including login information and passwords. All City social media sites shall clearly indicate they are maintained by the City of College Place and shall have City of College Place information prominently displayed.

- D. Department Heads are responsible for ensuring their staff follows the procedures set forth in this social media policy and monitor the sites for appropriate use by their employees. The City of College Place's authorized social media sites are an extension of the City's information networks and are governed by applicable City policies regarding employee conduct and technology use.
- E. Staff assigned to maintain the social media sites will be responsible for monitoring comments, removing any prohibited content, and saving content as required by the Public Records Act (RCW 42.56).

INFORMATION POSTED TO SOCIAL MEDIA SITES

City-Posted Information

- A. The City of College Place's website will remain the City's primary and predominant internet presence. The most appropriate uses of City social media sites are: (1) disseminating time-sensitive and emergency information, and (2) as a communications/marketing tool to promote City events or opportunities which increases the City's ability to broadcast its messages to the widest possible audience.
- B. Whenever possible, content posted to City social media sites will also be available on the City's main website.
- C. Social media sites should contain links directing users back to the City's website for in-depth information, forms, documents, or online services necessary to conduct business with the City of College Place.
- D. Information posted on social media sites must be copied from the site and saved in a searchable electronic folder as often as possible, but not less than once per work day.
- E. Social media sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
- F. Councilmembers, commissioners, appointed volunteers (i.e., Planning Commission), and other officials should not comment or otherwise communicate on the City's social media sites. Participating in online discussions may constitute a meeting under the Open Public Meetings Act (RCW 42.30). **The use of pseudonyms by city officers and employees is prohibited.**

- G. Information posted on social media sites must be related to official City business. 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.
- H. Employees are expressly forbidden to misuse any social media access privileges in any way that may include, but is not limited to:
 - 1. Using social media accounts for unlawful activities, including violations or copyright law, or for activities that are malicious or have the effect of harassing other users.
 - 2. Violating the acceptable use policies of any network to which they connect to the account.
 - 3. Misrepresenting the City's programs or policies in their communications.
 - 4. Expressing personal views or concerns through postings. Any postings on any of the City's social media sites by an authorized City employee shall only reflect the view of the City.
 - 5. Positing advertisements for personal benefit or for entities that are not related to the City.
 - 6. Posting charitable fundraising activities which are not sponsored by the City.
- I. The City reserves the right to remove any City-controlled content from its social media sites at any time.
- J. All information and materials generated by the City of College Place and provided on City social media sites are the property of the City of College Place. The City retains all copyright and intellectual property rights on all text, graphic images and other content that was produced by the City of College Place and found on a page. Copies of information and material may be printed for noncommercial use, provided the copyright symbol or other such proprietary notice is intact on any copyrighted materials that are reproduced. Any such use shall include, at a minimum, a credit line reading, "Credit: City of College Place Facebook (or Twitter or YouTube) Page" or "Courtesy of City of College Place."
- K. Commercial use of text, City logs, photos and other graphics is prohibited without the express written permission of the City of College Place. Use of the City logo is prohibited for any nongovernmental purpose. Any person reproducing or redistributing a third-party copyright must adhere to the terms and conditions of the third-party copyright holder. If a copyright holder notifies the City of College Place that it did not use an appropriate credit line, the City Clerk or designee shall request detailed information about the circumstances so that the copyright information can be added or the material in question can be removed.

Information Posted by Outside Individuals

The City's social media sites are administered by the City of College Place, but the content on the sites are 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.

- A. For all City, social media sites that allow posts, those sites are limited public forums, moderated by City staff to ensure content posted by outsiders is appropriate.
 1. Posted content (including comments, photos, and links) must be related to the topic posted by the City to be considered appropriate.
 2. Inappropriate and prohibited content is subject to immediate removal from the site. This includes content that:
 - a. Is not topically related to the article being commented upon.
 - b. Promotes or advertises commercial services, entities, or products.
 - c. Supports or opposes political candidates or ballot propositions.
 - d. Is vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations.
 - e. Is obscene or sexual content or links to obscene or sexual content.
 - f. Discusses or encourages illegal activity.
 - g. Promotes, fosters, or perpetuates discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation
 - h. Provides information that may tend to compromise the safety or security of the public or public systems.
 - i. Posts and comments that refer substantively or discuss a legal or quasi-judicial matter pending before the Hearing Examiner, City Council, Boards and Commissions, or Washington State courts.
 - j. Comments from children under thirteen (13) years of age cannot be posted to comply with the Children's Online Privacy Protection Act. By posting on City social media sites, users acknowledge that they are at least thirteen (13) years old. Those younger than thirteen years old may email the City instead.
 - k. Protected information such as social security numbers, financial account numbers, dates of birth, names of minor children, individual taxpayer identification numbers, personal identification numbers, and other unique identifying numbers.
 - l. Anonymous posts.
 - m. Violates a legal ownership.
- B. Inappropriate content must be removed immediately and retained as required under the Public Records Act.

RETENTION OF POSTED INFORMATION

Information posted to the City's social media sites is subject to the Public Records Act (RCW 42.56) set by State law. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a public records request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the City Clerk or designee.

- A. Washington State law and records retention schedules apply to City social media formats and City social media content. Records retention schedules can be found at: <https://www.sos.wa.gov/archives/RecordsManagement/Records-Retention-Schedules-for-Cities-and-Towns.aspx>. When feasible and practical, content on City social media sites should not be unique to its social media site and will also be available on the City's primary website. Whenever possible, content posted on City social media sites should contain links directing users to the City of College Place's official website and wherever possible and reasonable, all information posted on City social media sites should be first provided on the City's official website and/or in another readily available format, such as a public notice or press release posted at City buildings and/or newspapers. According to Washington State public records retention requirements, the City is not required to maintain secondary copies of records.
- B. Original records may be created when unique information related to City business is provided via City social media platforms which is 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 tools include, but are not limited to:
 - 1. Account information (user names).
 - 2. Listings of City social media site "friends," "followers," "fans," etc.
 - 3. Information posted to City social media sites that was not first provided via the City's official website, press release, or other format.
 - 4. Comments posted by visitors/users of the City social media sites and/or comments removed from the City social media sites by City staff.
- C. Department staff is responsible for ensuring retention of the original source content in organized, searchable electronic folders. Original content posted by the City on social media sites must be saved in an Adobe pdf document or

appropriate media file. The records should be retained in such a manner that entire folders can be deleted after reaching the minimum retention period as set by State law. Destruction must be appropriately logged and submitted to the City Clerk or designee.

- D. All comments posted by outside users on City social media sites, including those that are inappropriate and removed by staff, must be retained. Staff must copy these posts, including the City information to which they are responding if applicable, into an Adobe Pdf document to be retained as set forth in this policy. In addition, when staff removes inappropriate content they need to include their name and the date and time the content was removed.
- E. City staff 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 (2) years. Various methods may be employed to retain public records created on City social media sites. Options include:
 - 1. Email – Updates, comments, and account change notifications are sent to a City email account created for this purpose and retained as described in this section.
 - 2. Website Capture – Web capture tools may be used to capture snapshots of City websites in their native format, such as the Washington State Digital Archives website capturing program.
 - 3. PDF – Staff may convert social media pages to PDF, and the PDF files saved for retention purposes. This option retains the content and formatting of the original webpage.

Guidelines for the use of Facebook

A. Types of Pages

- 1. The City will create "pages" and not "groups." Pages offer greater visibility, customization and measurability. Community pages will be accepted unless there is a copyright /trademark limitation.
- 2. For "type" description, always choose "government."

B. Boilerplate

- 1. The City Clerk or designee will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.
- 2. Departments will include a mission and/or department boilerplate on the Wall Page and send users first to the Wall to connect them to the freshest

content. A City boilerplate sentence should follow the department/program description:

(Insert department) is a department of the City of College Place, www.ci.college-place.wa.us This site is intended to serve as a mechanism for communication between the public and [department] on the listed topics. Any comments submitted to this page and its list of fans are public records subject to disclosure pursuant to RCW 42.56. Public disclosure requests must be directed to the (insert department) public disclosure officer.

3. If comments are turned on, the Wall page should include a Comment Policy Box with the following disclaimer:

Comments posted to this page will be monitored. Under the City policy, the City reserves the right to remove inappropriate comments including those that have 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 ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

C. Link to the City

1. A link to www.ci.college-place.wa.us will be included on the Facebook page.
2. City department and project pages should be page favorites of other City Facebook pages.

D. Page naming

1. Page name should be descriptive of the department.
2. Departments will choose carefully with consideration for abbreviations, slang iterations, etc.
3. The City Clerk or designee will approve proposed names.

E. Page administrators

1. A successful page requires "babysitting." The department is responsible for monitoring the Facebook page. Posts should be approved by a designated employee within the department.
2. The department is responsible for making sure content is not stale. Each department will designate a primary caretaker and a backup person for this role.

F. Comments and Discussion Boards

1. Comments to the Wall will be allowed but may be turned off by request of

the department and approval from the City Administrator or designee. Discussion Boards should be turned off.

G. Style

1. City Facebook pages will include consistent City branding.
2. Departments will use proper grammar and standard Associated Press (AP) style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

H. Applications

1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the City Clerk or designee.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach, spreading viruses or for any other reason determined by the City Clerk or designee.

Guidelines for the use of Twitter

- A. Any department using Twitter is limited to one account. Access to the account will be subject to the approval of the Department Manager. Usernames and passwords shall be reported to the City Clerk or designee.
- B. The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure (RCW 42.56). If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.
- C. Twitter usernames shall begin with "CollegePlace" (e.g. CollegePlacePD,). In cases where the username is too many characters, begin with "CP" (CPCommunityDevelopment).
- D. Department Twitter account backgrounds will share a standardized City of College Place logo provided by the City Clerk.
- E. Twitter accounts shall serve three primary purposes:
 1. get emergency information out quickly;
 2. promote City sponsored events; and
 3. refer followers to content on the City's website.

- F. Information posted on Twitter shall conform to the City's policies and procedures. Tweets shall be relevant, timely and informative.
- G. Twitter content shall mirror information presented elsewhere by the City with other information dissemination mechanisms. Personnel shall ensure that information is posted correctly the first time because Twitter does not allow for content editing.

Video Posting Standards

- A. Department Managers will be responsible for approving the video content.
- B. Video quality should be comparable to DVD quality.
- C. Low quality video will be considered only if the audio is clear and the content is compelling and informative.
- D. All videos will be submitted to the City Clerk or designee.
- E. The department must have secured rights to stream the video either because it was produced by the department or because permission has been explicitly granted to host and stream the video on City of College Place websites.
- F. Videos streamed from sources other than City of College Place networks may not be embedded on City web pages. Links to external videos are permitted, but should only be used when content is not available through the City networks.
- G. The City Clerk or designee responsibilities for Video:
 - 1. The City Clerk or designee will be responsible for archiving the video if applicable.
 - 2. The City Clerk or designee will provide a video link and code to embed video on a web page.
- H. Submitting Video to the City Clerk or designee
 - 1. Video must be in .MOV, MPG, .WMV, .AVI, DVD, Tapes, MiniDV or DV Cam formats
 - 2. Submitted video should include: Title and description; video length and requested dates for use, removal and archiving.
- I. Submitting Video to External Video Sites
 - 1. Videos may be submitted to YouTube, Facebook, other video sites on a case by case basis under the direction of the City Clerk or designee, if

there are needs that cannot be met using City of College Place resources.

2. When using external sites, comment features should be deactivated. All registration with external sites will be done by the City Clerk or designee.
3. For purposes of recordkeeping, videos posted on external sites must be copied and kept by the City.

Photos (i.e. Instagram, Flickr, etc)

- A. Only sponsor departments may post photos on City of College Place related social media sites. No members of the general public may post images to a City-sponsored social media site.
- B. No posting of photos that contain images of trademarked or copyrighted symbols.
- C. No posting of photos that contain minors, unless a photo release is obtained and on file with the sponsor department.

Social Media Sites – Personal Use

The City of College Place acknowledges that employees may host, comment, or otherwise participate in Social Media and the City respects the right of employees to do so.

Although employees may be using Social Media for personal reasons, the following standards apply:

- A. If an employee chooses to self-identify as an employee at the City of College Place, that person must ensure that he or she clarifies that all opinions posted are his/her own and do not necessarily reflect those of the City of College Place.
- B. All City policies, including those respecting privacy, confidentiality of corporate information, technology use, and harassment, and discrimination must be followed.
- C. The City does not condone publicly posted content or comments by employees in any forum, made at any time, that undermine the employment relationship.
- D. **Employees must not post comments, images, or video that may damage the reputation or otherwise negatively impact the City of College Place officials and employees.**
- E. In all circumstances, employees are reminded to exercise common sense and good judgement in the Use of Social Media. They should always be respectful about the privacy of individuals with whom they have contact or about whom they have

information as a result of working with the City.

- F. Once something is posted in Social Media, control over the content of that posting may be lost forever, Employees should presume that this will occur and behave accordingly.