RESOLUTION NO. 003-13

A RESOLUTION OF THE CITY OF PORT ORCHARD, WASHINGTON THEREBY ESTABLISHING A SOCIAL MEDIA POLICY

WHEREAS, some departments have expressed an interest in creating a City Facebook or Twitter account as another way to inform the public of City business; and

WHEREAS, at the October 16, 2012, Work Study Session, a presentation on Social media was presented to the Council. Council directed staff to create a Social Media Policy; and

WHEREAS, At the February 19, 2013, Council meeting, Council asked staff for more time to review the policy; and

WHEREAS, at the August 20, 2013, Council work study session meeting, Council directed staff to revise the Social Media policy to state there will only be a one way conversation and no discussion boards; now, therefore,

THE CITY COUNCIL OF THE CITY OF PORT ORCHARD HEREBY RESOLVES AS FOLLOWS:

THAT: the attached Exhibit A establishes the Social Media Policy.

PASSED by the City Council of the City of Port Orchard, APPROVED by the Mayor and attested by the City Clerk in authentication of such passage this 10th day of September 2013.

Timothy C. Matthes
Timothy C. Matthes, Mayor

ATTEST:

Brandy Rinearson, CMC, City Clerk
City of Port Orchard
Social Media Policy

1.0 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.

2.0 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.

3.0 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/IT Manager 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.

4.0 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.

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.

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.

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.

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 Medial 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))
4.5 Site Maintenance, Format and Content

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.
a. Prior to posting information/content on a social media site, the Social Media Representative must have posted the information/content the City’s official website. (see also section 4.7)
b. All social media posts will include a link back to the City’s official website.

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)).

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.

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.

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.

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

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)

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.

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.

Original content shall not be created via social media platforms. All information posted on the City’s social media sites shall 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 the newspaper. According to Washington State public records retention requirements, the City is not required to maintain secondary copies of records (see Appendix B).

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; or

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.

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.
Appendix A: Disclaimers

General Disclaimer: For use on all social media sites/platforms.

Disclaimers: All comments or other content posted to this site may be considered public records and be subject to public disclosure under the Washington State Public Records Act (RCW 42.56). When you select a link to an outside website, you are leaving the City of Port Orchard and are subject to the privacy and security policies of the owners/sponsors of that site. The City is not responsible for transmissions users receive from external websites. Reference to any specific commercial products, processes or services, or the use of any trade, firm or corporation name does not constitute endorsement or recommendation by the City of Port Orchard or its employees.
APPENDIX B: Records Retention Requirements

Excerpted from Local Government Common Records Retention Schedule (CORE) Version 3.0 (Nov 2012).
Refer to the most recent version of the approved Records Retention Schedules for retention requirements.

<table>
<thead>
<tr>
<th>Description of Records</th>
<th>Disposition Authority Number</th>
<th>Retention and Disposition Action</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secondary (Duplicate) Copies</strong></td>
<td>GS50-02-04 Rev. 1</td>
<td>Retain until no longer needed for agency business then Destroy.</td>
<td>Non-archival Non-essential OFM</td>
</tr>
<tr>
<td>Copies of records (created or received), provided that the agency retains the primary record in accordance with the current approved minimum retention period. Includes, but is not limited to, data extracts and printouts from agency electronic information systems, provided that the: • Records within the database are retained for their minimum retention period; and, • Data extracts/printouts are NOT required to substantiate “point-in-time” evidence of business transactions.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Online Content Management**                          | GS2010-007 Rev. 0            | Retain for 1 year after online content removed then Destroy. | Non-archival Non-essential OFM |
| Records documenting the publishing of the agency’s online (internet and intranet) content. Includes, but is not limited to: • Requests/approvals to upload/update/remove content; • Confirmation of content upload/update/removal; • Point-in-time record of webpage/site (screenshot, snapshot, site map). |

*Note: All published content consists of individual records which have their own separate retention requirements. Each of these records must be retained for the current approved minimum retention period(s) according to their applicable records series.*

| **Communications – Governing/Executive/Advisory**       | GS50-01-12 Rev. 3            | Retain for 2 years after communication received or provided, whichever is later then Transfer to Washington State Archives for appraisal and selective retention. | ARCHIVAL (Appraisal Required) NON-ESSENTIAL OFM |
| Internal and external communications to, from, and/or on behalf of the agency’s governing bodies, elected official(s)/executive management, and advisory bodies, that are made or received in connection with the transaction of public business, **and that are not covered by a more specific records series.** Includes all communication types, regardless of format: Correspondence, email; Web sites/forms/pages, social networking posts and comments, etc. |

| **Communications – Non-Executive**                     | GS2010-001 Rev. 3            | Retain for 2 years after communication received or provided, whichever is later then Destroy. | NON-ARCHIVAL NON-ESSENTIAL OFM |
| Internal and external communications to or from employees (includes contractors and volunteers), that are made or received in connection with the transaction of public business, **and that are not covered by a more specific records series.** |
APPENDIX C: Social Media Approval Form

SOCIAL MEDIA APPROVAL FORM

Request:  □ Request for NEW social media site/page
          □ Change to existing social media site/page
          □ Update Social Media Representative(s)
          (New user account, update to user account)

Site Name: ____________________________  Site URL: ____________________________
          No commenting or discussion boards allowed

Social Media Representative(s)  (Staff authorized to update and maintain the site.)

Social Media Representative Acknowledgement
I acknowledge that I have received, read, and understand the City's Social Media Policy. I agree to comply with this policy and understand that failure to do so could result in disciplinary action, up to and including termination. I further understand that if I have questions regarding this policy, I should discuss those questions with my supervisor, department director, or the Human Resources Coordinator.

<table>
<thead>
<tr>
<th>Staff Name</th>
<th>Signature</th>
<th>User Name / Login</th>
<th>Password</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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Department Director / Supervisor Approval
I authorize the staff member(s) listed above to act as Social Media Representative(s) for the site listed above.
In addition, please consider the following requests for special permissions or account settings:

 Submitted completed form to the Social Media Coordinator for review by the Mayor.

Mayor Approval
Date Request Received: __________________ Date Reviewed: ___________ Approved: □ Yes □ No

Comments: ________________________________________________________________

FOR NEW SITES ONLY:

Mayor or Designee Approval: I authorize the creation of the social media site listed above, to be maintained by the designated Social Media Representative(s).

  Printed Name __________________ Signature __________________ Date _____________

New Site Prelaunch Checklist:
□ Terms of Service (site agreement) reviewed by Social Media Coordinator and City Attorney.
□ General Disclaimer
□ Link to the social media site placed on the official City website, and vice versa.
□ New site and/or user information provided to Social Media Coordinator.