

RESOLUTION NO. 620

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KALAMA 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 Kalama, 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 Kalama 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 A 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 Kalama at a regular meeting held on March 18, 2015.

Pete Poulsen, Mayor

ATTEST:

Coni McMaster, Clerk/Treasurer



CITY OF KALAMA
SOCIAL MEDIA POLICIES AND PROCEDURES
Adopted by Resolution No. _____ – _____, 2014

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 MySpace, FaceBook, and Linked-In, micro-blogging tools such as Twitter, and audiovisual sites such as YouTube.

Social media tools allow the City of Kalama to share information and facilitate greater community engagement in alignment with City Council goals. Social media use shall comply with applicable City policies, the Kalama Municipal Code, and state and federal law. These policies are in place for all City of Kalama 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 Kalama reserves the right to modify this Policy as necessary. The City Administrator and Clerk/Treasurer shall have the authority to administratively make future amendments to or modifications of this Policy as deemed necessary or appropriate.

PROCEDURES

- A. The City of Kalama's website, www.cityofkalama.com, (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.
- C. The City Administrator must approve the creation of any social media accounts

and will assign specific staff members to maintain the sites. The Clerk/Treasurer 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 Kalama and shall have City of Kalama 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 Kalama'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 Kalama'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 Kalama.
- D. Information posted on social media sites must be copied from the site, pasted into a Word documents 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, Park Board, Civil Service 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).

- 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.
- 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 Kalama and provided on City social media sites are the property of the City of Kalama. The City retains all copyright and intellectual property rights on all text, graphic images and other content that was produced by the City of Kalama and found on a particular 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 Kalama Facebook (or Twitter or YouTube) Page" or "Courtesy of City of Kalama."
- K. Commercial use of text, City logs, photos and other graphics is prohibited without the express written permission of the City of Kalama. 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 Kalama that it did not use an appropriate credit line, the Clerk/Treasurer 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 Kalama, 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 particular 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 in order 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. Anonymous posts.
 - l. Violates a legal ownership.
- B. Inappropriate content must be removed immediately and retained as required under the Public Records Act.

RETENTION OF POSTED INFORMATION

- A. 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 Clerk/Treasurer.

- B. 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 <http://www.sos.wa.gov/archive/RecordsRetentionSchedules.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 Kalama'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.
- C. 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, passwords, etc.).
 - 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.
- D. 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 a Word 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 Clerk/Treasurer.
- E. 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 a Word 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.

- F. 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.