

**CITY OF WHITE SALMON, WASHINGTON
RESOLUTION NO. 2015-05-410**

**A RESOLUTION OF THE CITY OF WHITE SALMON, WASHINGTON
REGARDING THE MATTER OF ADOPTING A SOCIAL MEDIA
POLICY/PROCEDURE.**


WHEREAS, the City has a website for communicating with the public; and

WHEREAS, social media provides alternative ways for the City to share information with a broader audience; and

WHEREAS, the city wishes to ensure safe and effective communication.

NOW THEREFORE BE IT RESOLVED, the City Council for the City of White Salmon hereby adopts the following policy and procedure as described in Exhibit "A", attached hereto and incorporated by reference, for the benefit of employees, managers and customers of the City of White Salmon.

APPROVED AND PASSED by the City Council of the City of White Salmon, Washington at a special meeting this 3rd day of June, 2015.




David Poucher, Mayor

ATTEST:



Leana Johnson, Clerk/Treasurer

APPROVED AS TO FORM:



Kenneth B. Woodrich, City Attorney



CITY OF WHITE SALMON
Legislative Policy/Procedure

Title: Social Media Policy/Procedure	Page Number: 1
Department: Finance Department	Effective Date: June 3, 2015
Revised Date:	Revised By: City Council

PURPOSE

This policy establishes guidelines for the City of White Salmon's use of Social Media.

POLICY

1. Social Media (defined here as the use of third party hosted online technologies that facilitate social interaction and dialogue) provides alternative ways for the City of White Salmon to share information with a broader audience. Social Media includes social networking sites like MySpace and Facebook, micro-blogging tools such as Twitter and audio-visual networking sites such as YouTube and Instagram. The City encourages the use of Social Media sites and tools to further the goals of the City and the missions of its departments, where appropriate.
2. Department Heads must approve the creation of social media accounts within their departments and appoint specific staff members to maintain the sites. Department Heads are responsible for ensuring their staff follows the procedures set forth in this social media policy and monitoring the sites for appropriate use by their employees.
3. Staff members designated to write, post and respond to items on social media sites act as additional public spokespersons for their department and the City of White Salmon. The City expects those staff members to adhere to best practices and to use common sense when using online outreach and community building. They must remember that professional and personal lines can easily blur online, and at all times, they are representing their employer.

PROCEDURE

1. Account Creation

- a. Prior to creating a social media site, departments should 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 audience 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.

- b. Department Heads must obtain approval from the Mayor, City Administrator and Clerk/Treasurer prior to creating a social media account.
- c. Department staff is responsible for monitoring comments, removing any prohibited content, and saving content as required by the Public Records Act (RCW 42.56).

2. Access, User Names and Passwords. Requests for site or account changes (including, but not limited to adding or removing sites, creating new user accounts, and changing permissions) must be submitted in writing.

- a. Each staff member authorized to access and update a social media site must have a unique user account. Multiple staff members will not share a generic login, and staff members may not share their login or passwords with other staff members, volunteers, or others who update the site.
- 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 Clerk/Treasurer will maintain a list of all City social media sites, logins and passwords. As needed, she or 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.

3. Information Posted on Social Media Sites.

- a. Social media platforms must comply with applicable federal, state and county laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, public records, records retention, First Amendment rights, privacy laws, and security and conduct policies established by the City of White Salmon.
- b. The most appropriate uses of City social media sites are: (1) for time-sensitive and emergency information; and (2) as a communications/promotional/marketing tool which increases the City's ability to broadcast its message to the widest possible audience.
- c. In order to ensure appropriate retention of public records, most content posted by the City departments on City social media sites should not be original source content (content that has not been created anywhere else; only exists on the social media site), but rather a secondary copy of information that is posted either on the City website or contained in an electronic record or a hard copy.
- d. A link to the City or department website, white-salmon.net, www.bwspolice.com, etc, must be included on all social media sites, directing users back to the City of White Salmon or department website for in-depth information on the posted content.
- e. Councilmembers, commissioners and other officials and appointed volunteers (i.e., members of the Planning Commission, Civil Service Commission, and ad hoc appointed citizen advisory committees) 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.

- f. Users and visitors to 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. City of White Salmon social media site articles and comments containing any of the following forms of content shall not be allowed:
- i. Comments not topically related to the particular social medium article being commented upon;
 - ii. Comments in support of or opposition to political campaigns or ballot measures;
 - iii. Profane language or violent or threatening content;
 - iv. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - v. Sexual content or links to sexual content;
 - vi. Solicitations of commerce;
 - vii. Conduct or encouragement of illegal activity;
 - viii. Information that may tend to compromise the safety or security of the public or public systems; or
 - ix. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

- f. The city reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

4. Records Retention

- a. Information posted on the City's social media site is subject to the Public Records Act (RCW 42.56) and records retention requirements (RCW 40.14) set by state law. Records retention schedules can be found at <http://www.sos.wa.gov/archives/RecordsRetentionSchedules.aspx> .
- b. All comments posted by outside users on City social media sites, including those that are inappropriate and removed by staff, must be retained.

REVISION CRITERIA

Each year during the Budget Process the Finance/Administration Committee will review Legislative Policies and recommend to Council any appropriate changes.