

RESOLUTION 2021-09-525
A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF WHITE SALMON, WASHINGTON,
AMENDING SOCIAL MEDIA POLICY AND 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 adopted a Social Media Policy/Procedure via Resolution 2015-05-410 on June 3rd, 2015; and

WHEREAS, the City desires to amend its Social Media Policy/Procedure.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WHITE SALMON AS FOLLOWS:

SECTION 1

The City council adopts the following Social Media Policy and Procedure, as amended, 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.

SECTION 2

The provisions of this Resolution shall be effective immediately.

ADOPTED by the Council of the City of White Salmon, Washington. Dated this 1st day of September, 2021.




Marla Keethler, Mayor

ATTEST:



Jan Brending, Clerk Treasurer

APPROVED AS TO FORM:



Kenneth B. Woodrich, City Attorney

Exhibit "A"
City of White Salmon
Social Media Policy, Guidelines and Procedures

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 (hereafter "City") to share information with a broader audience. Social Media includes social networking and content distribution platforms like Facebook, Twitter, 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 City 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.~~ The Mayor must approve the creation of City social media accounts for individual departments and appoint specific staff members to maintain the profiles. Department Heads are responsible for ensuring their staff follows the procedures set forth in this social media policy and for monitoring approved accounts for appropriate use by their employees.
- 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 Name and Password

Requests for site or account changes (including, but not limited to adding or removing sites, creating new user accounts, and changing permissions) must be 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.~~

~~ba.~~ Each **City** social media user account will be setup in conjunction with an official City e-mail account for the purposes of privacy, security and records retention.

~~eb.~~ 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. **City** 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 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 hard copy. **Any original source content posted to a City social media site must be archived on the city's primary administrative server for records retention.**

d. A link to the city **website** or department ~~website webpage~~, www.white-salmon.net, ~~www.bws.police.com~~ www.white-salmon.net/police, etc. must be included on all **City** social media sites, directing users back to the City of White Salmon or department website for in-depth information on the posted content.

e. A disclaimer shall be included on each City social media site as follows:

The City operates and maintains its social media profiles as a public service to provide information about City programs, services, projects, issues, events, and activities. The city and its representatives assume no liability for any inaccuracies these social media profiles may contain and do not guarantee that the social media profile will be uninterrupted, permanent, or error-free.

Any individual accessing, browsing and using a City social media page accepts without limitation or qualification, the City's Social Media Policy (hereafter "Policy"). The City maintains the right to modify this Policy without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of any City social media pages following the posting of any modification signifies acceptance of such modification.

ef. 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.

fg. ~~Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism of communication between City departments and members of the public. City of White Salmon social media site articles and comments containing of the following forms of content shall not be allowed:~~

- ~~• Comments not topically related to particular social medium article being commented upon;~~
- ~~• Comments in support of or opposition to political campaigns or ballot measures;~~
- ~~• Profane language or violent or threatening content;~~
- ~~• Content that promotes, fosters or perpetuates discrimination of 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;~~
- ~~• Sexual content to links to sexual content;~~
- ~~• Solicitations for commerce;~~
- ~~• Conduct or encouragement of illegal activity;~~
- ~~• Information that may tend to compromise the safety or security of the public or public systems; or~~
- ~~• Content that violates a legal ownership interest of any 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 identify of the poster when available.~~

For all City social media profiles that allow user-generated content (non city-published content), those sites are limited public forums, moderated by the City of White Salmon's Mayor, or their designee, to ensure content posted by outside users is

appropriate. A Comment Policy Notice shall be displayed or linked on all social media sites that allow user-generated material to be posted, indicating the site is moderated and inappropriate content will be removed. The City's Social Media Policy shall be linked to the notice.

The City social media pages and all content published are subject to monitoring. User-generated posts may be rejected or removed at the sole discretion of the City when the content:

- Violates the social media platform's terms of use
- Is not related to the particular content being comment upon
- Refers to City employees by name
- Promotes or advertises commercial services, entities, or products
- Supports or opposes political candidates or ballot propositions
- Is obscene, profane, or vulgar and/or includes or provides links to sexual content
- Discusses, encourages, or constitutes illegal activity
- Promotes, fosters, or perpetuates discrimination on the basis of creed, color, age, religion, gender, marital status, socioeconomic status, national origin, physical or mental disability or sexual orientation
- Provides information that compromises the safety or security of the public or public systems, or includes threatening, harassing, or personal attacks against any individual or entity
- Content that violates or appears to infringe upon a legal ownership interest of any other party

fh. 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. The City reserves the right to remove any content with or without notice to the author. The City also reserve the right to ban or block any user that repeatedly (more than once) violates the guidelines listed above. Any content removed based on these guidelines must be retained for a maximum of three years (the statute of limitations under 42 USC 1983 for violation of First Amendment rights), including the time, date and identity of the poster when available.

i. The City may include links to the official city website as well as links to third-party external sites. The third-arty links the city may include are limited to those that meet the City's governmental purpose. Third-party external sites are not under the control of the city and the City is not responsible⁴ for the content of any third-party eternal site or any link contained in a linked site, or any changes or updates to such sites. The City does not imply endorsement by the city or any association with their operators.

j. All information content and images, including the city logo/seal generated by the City and provided on any City social media profile are the property of the city, proprietary in nature and protected by applicable trademarks and copyright laws.

4. Records Retention

- a. Information posted on the City's social media site is subject to the Public Records Act (RCW 42.46) 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>
<https://www.sos.wa.gov/archives/recordsmanagement/local-government-records-retention-schedules---alphabetical-list.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.

5. Public Records Disclosure

The City social media accounts are subject to State of Washington public records laws. Accordingly, any comment, including a list of followers, posted communication or information submitted to or contained within the site, whole or in part, is a public record and may be subject to disclosure pursuant to RCW 42.56.

REVISION CRITERIA

Each year during the Budget Process the Finance/Administration Committee will review Legislative Policies and recommend to Council any appropriate changes. This policy shall be periodically reviewed with recommendations made to the City for any appropriate changes.