| CITY OF SPOKANE | ADMIN 0330-13-01 |
| ADMINISTRATIVE POLICY AND PROCEDURE | LGL 2010-0014 |

TITLE: SOCIAL MEDIA
EFFECTIVE DATE: April 30, 2010
REVISION EFFECTIVE DATE: July 3, 2013

1.0 GENERAL

1.1 The purpose of this policy is to define the individual and departmental responsibilities for the acquisition and use of the City's social media.

1.2 TABLE OF CONTENTS

2.0 DEPARTMENTS/DIVISIONS AFFECTED

This policy shall apply to all City departments and divisions.

3.0 REFERENCES

Email: City Policy ADMIN 0620-05-55
Internet Access: City Policy ADMIN 0620-05-56.

4.0 DEFINITIONS

4.1 "Social media" includes blogs and new shared information sites such as Twitter, Facebook, Pinterest, YouTube, Tumblr, Google Plus, Instagram, LinkedIn, etc. Such sites allow departments to distribute information through an additional public Internet presence. They are hosted outside of the City's network.

5.0 POLICY

5.1 Statement of Policy

5.1.1 Social Media is an evolving part of public communications efforts, and the City of Spokane is using blogs, Twitter, Facebook accounts, etc. to further enhance the City's outreach and provide an additional avenue to disseminate public information to constituents. Social media's immediate reach creates a demand for thoughtful use and dissemination of information.

5.1.2 Division directors must approve the creation of social media accounts within their divisions and designate specific staff members to maintain the sites. The division directors also are responsible for monitoring appropriate use of the sites by their employees.

5.1.3 No social media account shall be approved for departments or programs that do not generate enough news-worthy content to routinely post two (2) to three (3) times per work day.

5.1.4 Staff members designated to write, post, and respond to items on social media sites act as additional public spokespersons for their department, division, and the City of Spokane. The City expects those staff members to adhere to best practices and to use common sense when using online outreach and community building. Staff must always remember that professional and personal lines can easily blur online, and at all times, they are representing their employer in their online interactions.

5.1.5 All approved uses of social media must be reported to the City's Communications Director, who will maintain an overall inventory of such sites.

5.1.6 Departments or programs without social media accounts are encouraged to send items to the Communications Department for posting on general City social media pages.

5.2 Employees are expressly forbidden to misuse any Social Media access privileges in any way that may include, but are not limited to:

a. Using Social Media accounts for unlawful activities, including violations of copyright law, or for activities that are malicious or have a harassing effect on other users.

b. Violating the acceptable use policies of any network to which they connect to the account.

c.   Misrepresenting the City's brand, programs or policies in their communications.

6.0   PROCEDURE

6.1   Employees must get approval from their division director prior to creating a Social Media account for work-related purposes.

6.2   General Provisions

6.2.1   Some comments to City posts will need an answer. The answer needs to be timely and accurate.

6.2.2   Respect the account's audience and the City's workplace rules. Anything that is not acceptable in the workplace is not acceptable online—personal insults and obscenities, ethnic slurs, etc. Do not engage in topics that may be considered objectionable, inflammatory or derogatory.

6.2.3   Social media is subject to record retention requirements as set by state law.

6.2.4   All social media accounts must be connected to the City's social media archiving service for public records purposes.
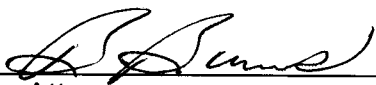
7.0   RESPONSIBILITIES

The Communications Department, in cooperation with the Human Resources Department, along with the City's division directors, is responsible for administering this policy.

8.0   APPENDICES

City of Spokane Social Media Tips

APPROVED BY:

_____
City Attorney *(Asst)*

_____5-22-13_____
Date

_____
Director – Communications

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Date   5/29/13

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Director – Human Resources

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Date   6·12·13·

_____
City Administrator

_____
Date   6/18/13

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City of Spokane Social Media Tips

Social Media is an emerging part of the City of Spokane's communications efforts. The Public Information and Communications staff are the primary leads on the use of social media. The use of blogs, Twitter, Facebook accounts, etc., are intended to further enhance the City's outreach, not replace other, more traditional, forms of outreach. The City expects staff entrusted with maintaining social media accounts to use best practices and common sense when engaging in on-line outreach and community building.

Be aware that professional and personal lines can easily blur on-line. If employees represent the City publicly, they should be prepared for people to find their names in social media circles, too.

1) Be honest and open.

2) Employees should identify themselves by name and role at the City.

3) Try to add value. The City's brand is best represented by its employees. What departments publish will reflect upon the City's reputation regarding the quality of work and services that are provided to the community.

4) Follow copyright and fair use laws.

5) Remember social media is subject to record retention, as set by state law.

6) If the employee publishes content to a site outside of the City of Spokane, make it clear that the employee is representing the City.

7) Do not pick fights; consider the tone of the response being given.

8) A Facebook or Twitter account needs frequent posts. One (1) to three (3) posts per day per account. Employees should plan out material that they can post about in their work day – weekly if possible – as a supplement to opportunistic content.

9) Social media and blog posts should be more casual than a new release. Both short and long-term entries work for the blog. Twitter is one hundred forty (140) characters, one hundred twenty (120) is ideal so it can be "re-tweeted."

10) Images drive (solicit or attract versus drives) views of social media posts and should be used frequently and include persons whenever possible.

11) Potential posts:

a. Highlight a news release or other happening that would be of interest to people. e.g., community garden, Parks new pool and splash pads.

b. Interesting information about a department that is not worthy of full news release.

c. Interesting facts about the City and its programs during a particular time of year. e.g., summer street construction, Spokane river clean-up.

12) Follow key blogs and Twitter feeds related to the programs and services of the City. Know what individuals are saying about the City. Talk to the appropriate department head or Communications team if issues arise that need attention.

13) Employees should respect their audience and the City's workplace rules. Anything that is not acceptable in the workplace is not acceptable online—personal insults and obscenities, ethnic slurs, etc. Do not engage in topics that may be considered objectionable or inflammatory.