



## Administrative Policy and Procedure City of Bonney Lake, Washington

SUBJECT: Social Media Policy		
	Policy No. 100.420	Pages: 6 (plus appendices)
Effective Date: May 1, 2011	Supercedes: n/a	
Developed by: Susan Duis	Department Head Approval:	City Administrator Approval:

### OVERVIEW

The City of Bonney Lake uses various tools to share information and communicate with the public, stakeholders, partners and the media. Social media platforms offer a way to deliver public information and customer service to constituents. The addition of social media tools gives citizens another means to interact with their government. The City encourages the use of social media to further the goals of the City and the missions of its departments when appropriate.

#### 1. PURPOSE

This policy establishes guidelines for the use of social media in the performance of City business. It also provides guidelines for conduct by City employees who use social media to engage with customers on behalf of the City. This policy is not intended to address employee's personal use of social media sites; refer to the Technology Resource Usage Policy.

#### 2. ORGANIZATIONS AFFECTED

This policy applies to all users of City of Bonney Lake communications and computing resources, including regular employees, temporary employees, elected officials, volunteers, contractors, and all others who use these resources on the City's behalf.

#### 3. REFERENCES

RCW 42.56 – Public Records Act  
Policy 100.410 – Technology Resource Usage Policy  
Policy 500.001 – Employee Conduct

#### 4. DEFINITIONS

- 4.1 Chief Social Media Coordinator.** A City of Bonney Lake employee who has been designated to oversee the City's social media program.
- 4.2 Employee.** Elected officials and personnel appointed to a position (regular or volunteer) of service with the City.
- 4.3 Employer.** The City of Bonney Lake.
- 4.4 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)).
- 4.5 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.

- 4.6 Social Media Advisory Committee.** A collaborative staff advisory committee which reviews requests for and changes to official City social media sites.
- 4.7 Social Media Representative.** A City of Bonney Lake 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 the City.

## **5. RESPONSIBILITIES**

- 5.1** It is the responsibility of the Chief Social Media Coordinator to coordinate the activities of Social Media Representatives and to oversee the City's social media program generally.
- 5.2** It is the responsibility of Social Media Representatives to read and adhere to relevant policies, to maintain current, accurate information via City social media platforms, and to ensure that the City is being appropriately represented.
- 5.3** It is the responsibility of the Social Media Advisory Committee to consider department requests for social media accounts, to review Terms of Service agreements, to consider changes to City social media uses, and to provide support and monitor usage of social media sites.
- 5.4** 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.
- 5.5** It is the responsibility of the Office of Information Services to grant access to technology resources to appropriate staff, to maintain a list of active social media sites, logins and passwords, and to provide support, monitor usage, and report inappropriate use of technology.
- 5.6** 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.

## **6. STATEMENTS OF POLICY AND PROCEDURE**

### **6.1 General.**

- 6.1.1** 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 Bonney Lake.
- 6.1.2** The best, most appropriate uses of social media platforms for the City of Bonney Lake 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.

### **6.2 Administration of City of Bonney Lake Social Media Accounts.**

- 6.2.1 Social Media Advisory Committee.** There is hereby created a Social Media Advisory Committee. The City Administrator or designee will appoint members to the Social Media Advisory Committee.

- a. To ensure full participation throughout the City, the committee should include at least one staff member from each department. In order to maintain compliance with public records laws, the committee should include members, or seek input as needed, from employees who are responsible for information services, risk management, legal services, public records, and public affairs/communications.
- b. The committee shall meet at least semi-annually, and whenever a request is submitted for the creation of a new social media site. In order to expedite requests for new user accounts or minor changes to social media sites, the committee may consider and approve these requests via email or phone, without holding a regular meeting.

**6.2.2 Designation of Chief Social Media Coordinator and Social Media Representatives.**

- a. The Records and Information Specialist in the Administrative Services Department is hereby designated as the Chief 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.
- b. 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). Social Media Representatives may also serve on the Social Media Advisory Committee.

**6.2.3 Request for Creation of Social Media Site.** All requests for official City of Bonney Lake social media sites are subject to review and approval by the Social Media Advisory Committee. To request a new social media site, submit the Social Media Site Approval Form (Appendix C) to the Social Media Advisory Committee.

**6.2.4 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 Advisory Committee will review the most current TOS prior to implementing any new social media site. The Committee may ask the City Attorney to review the TOS as well.
- b. The Social Media Advisory Committee 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 Advisory Committee will notify the City Administrator or designee, who will determine whether the use of such media is appropriate.

**6.2.5 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 using the Social Media Approval form (Appendix C).

- 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 Chief Social Media Coordinator or Office of Information Services will maintain a list of all City social media sites, logins and passwords. As needed, they 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.

### 6.3 Site Maintenance, Format and Content

- 6.3.1 Official Website:** The City of Bonney Lake's official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)) will remain the City's primary and predominant internet presence.
- a. All social media sites will include a link to the City's official website.
  - b. All information/content provided via City social media platforms should also be available on the City's official website or in another readily available format. (See also Section 6.5.)
  - c. Wherever possible, content or messages posted to City of Bonney Lake social media sites should include links directing users back to the City's official website for more information, forms, documents, or services.
- 6.3.2 Language.** Content provided on City communications 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.
- 6.3.3 Site Standards & Templates.** For consistency and ease of use, social media sites will use approved names, official titles, and the official City logo in the header/main page whenever possible. The Social Media Advisory Committee may develop standards for specific social media sites (see Attachments 1 and 2) to offer guidance on appropriate uses, content, templates, and issues related to specific social media tools.
- 6.3.4 Equal Access:** Sites requiring membership or subscription to view content should be avoided. Site settings should be as open as possible to allow the public to view content without requiring membership or login. When posting information on a 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.
- 6.3.5 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.
- 6.3.6 Commenting and Discussions.** Commenting and/or discussion boards available via social media sites must be disabled, unless specific permission is granted by the Social Media Advisory Committee. If commenting or discussions are enabled, the following guidelines must be followed:
- a. Social Media sites are limited public forums, moderated by City of Bonney Lake staff to ensure content posted by outside users is appropriate. 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 (see Disclaimers).
  - b. Social Media Representative(s) must immediately report inappropriate content to the Social Media Advisory Committee, which is authorized to approve removal of content prohibited by the Comment Policy Disclaimer.
  - c. Any content removed from City social media sites based on these guidelines must be retained, including the time, date, identity of the poster when available, and the name of the staff person who removed the content (see also Section 6.4).
- 6.3.7 Disclaimers.** Users of City of Bonney Lake social media platforms 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, external links, and advertisements (see Appendix A).
- b. If comments or discussions are enabled on a social media site, the Comment Policy Disclaimer must be provided directly on the site or via hyperlink (see Appendix A).

**6.4 Appropriate Use.** All City of Bonney Lake presences on social media platforms are considered an extension of the City's information networks, and are governed by applicable City policies regarding employee conduct and technology use.

**6.4.1** Approved Social Media Representatives are permitted to access and maintain approved City social media accounts during regular work hours and/or using City equipment.

**6.4.2** Employees representing the City via social media platforms must conduct themselves at all times as representatives of the City of Bonney Lake. Employees who fail to conduct themselves in an appropriate manner are subject to the disciplinary procedures outlined in applicable City of Bonney Lake Policies and Procedures.

- a. When posting or exchanging information on the City's or another agency's social media site, employees must identify themselves by full name, title, agency, and contact information, and shall address issues only within the scope of their specific authorization.
- b. 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.

**6.4.3** Participation in online discussions by elected or appointed officials may constitute a meeting under the Open Public Meetings Act. Councilmembers, Commissioners and other officials and appointed volunteers (members of the Planning Commission, Design Commission, Park Board, Civil Service Commission and/or ad hoc appointed citizen advisory committees) should, in general, not comment or otherwise communicate on the City's Social Media site(s).

**6.5 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.

**6.5.1** 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 (see Disclaimers, Appendix A).

**6.5.2** In general, original content should not be created via social media platforms. Wherever possible, 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 the newspaper. According to Washington State public records retention requirements, the City is not required to maintain secondary copies of records (see Appendix B).

**6.5.3** Original records may be created when unique information related to City businesses is provided via 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:

- 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;

- d. Comments posted by visitors/users of the City social media site; and/or comments removed from the City social media site by City staff.
- 6.5.4** 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. 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 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 websites in their native format, such as the Washington State Digital Archives website capturing program.
  - 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.

## **6.6 Privacy and Security**

- 6.6.1** See the City's Technology Use Policy for information related to privacy.
- 6.6.2** Employees should not include personally identifiable information about themselves or others, such as Social Security Numbers, personal phone numbers or email addresses, or home address, via official City social media site(s).
- 6.6.3** 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. Defamatory, libelous, combative, offensive, disparaging, demeaning, or threatening materials related to any person or group; or
  - c. Personal, private, sensitive or confidential information of any kind.

**Appendix A: Disclaimers**

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**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 Bonney Lake 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 Bonney Lake or its employees.

**Comment/Discussion Disclaimer:** *For use when commenting or discussion is allowed.*

**Commenting:** Comments posted to this page will be monitored. Under the City of Bonney Lake Social Media policy, the City reserves the right to remove inappropriate comments, including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting, or that promote, foster, or perpetuate 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.

**APPENDIX B: Records Retention Requirements**

Excerpted from Local Government Common Records Retention Schedule (CORE) Version 2.0 (Jan. 2010).  
 Refer to the most recent version of the approved Records Retention Schedules for retention requirements.

Description of Records	Disposition Authority Number	Retention and Disposition Action	Designation
<p><b><i>Secondary (Duplicate) Copies</i></b>            Copies of records (created or received), <b><i>provided that</i></b> the agency retains the primary record in accordance with the current approved minimum retention period.</p>	GS50-02-04 Rev. 0	<b>Retain</b> until no longer needed for agency business <b><i>then Destroy.</i></b>	Non-archival Non-essential OFM
<p><b><i>Communications – Non-Executive</i></b>            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.</p> <p>Includes all communication types, regardless of format:</p> <ul style="list-style-type: none"> <li>• Correspondence, email;</li> <li>• Web sites/forms/pages, social networking posts and comments, etc.;</li> </ul> <p>Includes, but is not limited to:</p> <ul style="list-style-type: none"> <li>• Requests for and provision of information/advice;</li> <li>• Agency-initiated information/advice.</li> </ul> <p>Excludes executive communications covered by DAN GS50-01-12. Excludes public records requests covered by DANs GS50-09-04 and GS2010-014. Excludes the provision of routine information covered by DAN GS50-02-01.            Note: Information/advice published online by the agency continues to be “provided” until the date it is removed/withdrawn.</p>	GS2010-001 Rev. 0	Retain for 2 years after communication received or provided, whichever is later then Destroy	Non-archival Non-essential OFM
<p><b><i>Communications – Executive</i></b>            Internal and external communications to or from the agency’s elected official(s) and/or executive management, that are made or received in connection with the transaction of public business, and that are not covered by a more specific records series.</p> <p>Includes all communication types, regardless of format:</p> <ul style="list-style-type: none"> <li>• Correspondence, email;</li> <li>• Web sites/forms/pages, social networking posts and comments, etc.;</li> </ul> <p>Includes, but is not limited to:</p> <ul style="list-style-type: none"> <li>• Requests for and provision of information/advice;</li> <li>• Agency-initiated information/advice.</li> </ul> <p>Excludes non-executive communications covered by DAN GS2010-001. Excludes public records requests covered by DANs GS50-09-04 and GS2010-014. Excludes the provision of routine information covered by DAN GS50-02-01.            Note: Information/advice published online by the agency continues to be “provided” until the date it is removed/withdrawn.</p>	GS50-01-12 Rev. 1	Retain for 2 years after communication received or provided, whichever is later then Arrange for appraisal by Washington State Archives.	Archival – Appraisal Required Non-Essential OFM



**APPENDIX C: Social Media Approval Form**

**SOCIAL MEDIA APPROVAL FORM**

**Request:**  Request for NEW social media site/page      **Site Name:** \_\_\_\_\_  
 Change to existing social media site/page      **Site URL:** \_\_\_\_\_  
 Update Social Media Representative(s)  
 (New user account, update to user account)      *Does the site allow*  Yes\*     No  
*comments/discussion?*      \* **Disclaimer required.**

**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 policy covering Social Media. 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 Manager.

	<i>Staff Name</i>	<i>Signature</i>	<i>User Name / Login</i>	<i>Password</i>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____

**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:

\_\_\_\_\_  
*Printed Name*                                      *Signature*                                      *Date*

*Submit completed form to the Chief Social Media Coordinator for review by the Social Media Advisory Committee.*

**Social Media Advisory Committee Approval**

Date Request Received: \_\_\_\_\_ Date Reviewed: \_\_\_\_\_ Approved:  Yes  No

Comments:

**FOR NEW SITES ONLY:**

**City Administrator 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 Advisory Committee and City Attorney, if needed.
- General Disclaimer and, if applicable, Commenting Disclaimer, provided on social media site (posted or linked).
- Link to the social media site placed on the official City website, and vice versa.
- New site and/or user information provided to Chief Social Media Coordinator or Office of Information Services.

## **Attachment 1: Blog Standards – City of Bonney Lake**

**Purpose:** The City of Bonney Lake Blog is a website that consists of periodic postings that provide information about City events and services. The following standards guide the use of the City’s Blog to provide information from the City to a wider audience via social media outlets, RSS feeds, and other web technologies. These standards should be used in conjunction with the City’s Technology Resource Usage Policy, Social Media Policy, and other applicable policies. As technologies and resources change, these standards may be updated as needed.

**Establishing the Blog:** The City of Bonney Lake will establish a Blog page at [www.ci.bonney-lake.wa.us/cityblog](http://www.ci.bonney-lake.wa.us/cityblog). The site is accessible via the City’s official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)), and blog posts will include links back to the official City website.

### **Site Administration and Setup**

1. **User Accounts:** The Social Media Advisory Committee authorizes new user accounts and sets permissions for site users.
2. **Site Template:** The blog site should include:
  - a. The City’s official logo and Mission Statement.
  - b. A link to the City’s official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)).
  - c. The blog site must include appropriate disclaimers, either posted to the main page or via a hyperlink (refer to the Social Media Policy for disclaimer language).
3. **Comments and Discussion Boards:** Comments to the City’s blog page will generally be disabled, but may be allowed upon approval by the Social Media Advisory Committee. See the Social Media Policy for information on removal of inappropriate comments.

**Blog Posts & Content:** Social Media Representatives are responsible for posting content to the blog and ensuring content is not stale, inaccurate, or out of date. Staff members may provide content to be posted to the blog by sending it to the department’s Social Media Representative or a member of the Advisory Committee.

1. **Content:** The City Blog is used as an additional outlet to deliver public information to constituents. The blog may be used to provide content such as public notices, press releases, legal notifications, upcoming City events and meetings, and public safety alerts and emergency notifications.
2. **Style:** Staff will use proper grammar and style and avoid jargon, abbreviations, acronyms or slang iterations. Although blogs are often more casual than most other communication tools, it still represents the City at all times and should maintain a professional image.
3. **New Posts:** All new blog posts must include, at minimum, a title, body text (full text or a summary of the linked information or file), and a link to the City’s official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)).
4. **Re-Posting & Syndication:** Once published, blog posts can be re-posted via RSS feeds, Facebook and Twitter applications, or to the main City website. Staff should be mindful that content posted to the blog page may be re-posted to various other sites.
5. **Revising & Removing Posts:** If incorrect information has been posted, a new post should be created and published with corrections. Syndicated/re-posted blog posts may not be updated automatically, to ensure that users who do not access the Blog page directly receive the corrected information. When applicable, staff may revise the original (incorrect) post with a note such as: *“This post has been removed due to incorrect information. See the revised post for corrections.”*

### **Records Management:**

1. **Primary Record Copy:** In general, original content should not be created via social media platforms. Refer to the Social Media policy for details.
2. Any original content created on the City blog must be managed per the Public Records Act and State Records Retention policies. See the Social Media Policy, Section 6.5.
  - a. The City blog will be set up in conjunction with an official City e-mail account, which will be used to archive any content and updates that are sent via email.
  - b. Any content that must be retained as a record, but that is not located on City servers or email, must be retained in paper or electronic format and managed appropriately.

## **Attachment 2: City of Bonney Lake – Facebook Standards**

### **Purpose**

Facebook is a popular social networking site that many individuals, businesses and government agencies use to promote activities, programs, projects and events. This standard offers guidance to City departments on using Facebook to provide information to a wider audience. Employees should use these standards in conjunction with the City’s Technology Resource Usage Policy, Social Media Policy, and other applicable policies. As Facebook changes, these standards may be updated as needed.

### **Establishing a Page**

When a department determines it has a business need for a Facebook account, it will submit a request to the Social Media Advisory Committee. Once approved, the Chief Social Media Coordinator and/or members of the Committee will help set up the boilerplate business page for the department.

### **Page Administration & Setup**

1. **User Accounts:** The Social Media Advisory Committee authorizes new user accounts and sets permissions for site users.
2. **Page Type:** The City will be presented by Facebook “pages”, not “groups”. Facebook “pages” offer distinct advantages, including greater visibility, customization, and measurability. For the page “type”, choose “Government”.
3. **Page Template/Boilerplate:**
  - a. **Image:** The City’s Facebook page image will consist of a picture and/or the City’s logo.
  - b. **Page Name:** The name selected for City Facebook pages should be descriptive of the department.
  - c. **Disclaimers:** The page must include appropriate disclaimers, either posted to the main page or via a hyperlink (refer to the Social Media Policy for disclaimer language).
  - d. **Link to the City:** A link to the City’s official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)) must be included on the ‘Info’ page. If multiple official City Facebook pages are created, all City department and project pages should be page ‘favorites’ of other City Facebook pages.
4. **Comments and Discussion Boards:** Discussion Boards should be disabled on City Facebook pages. Currently, commenting cannot be entirely disabled on Facebook pages. See the Social Media Policy for more information on commenting and removal of inappropriate comments.
5. **Facebook Applications:** Thousands of Facebook applications are available, including those that allow users to share video, music, and photos, or to view and subscribe to RSS feeds. While applications may be useful, they can cause clutter and security risks. An application should only be used if it serves a business purpose; adds to the user experience; comes from a trusted source; and has been approved by the Social Media Advisory Committee. A Facebook application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

### **Content & Style**

1. City Facebook pages are used as an additional outlet to deliver public information to constituents. Various types of information may be provided, such as: public notices, press releases and legal notifications; upcoming City events and meetings; public safety alerts and emergency notifications.
2. Staff will use proper grammar and style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools, but still represents the City and should maintain a professional image.

### **Page Administrators**

1. The department Social Media Representative is responsible for updating and monitoring the Facebook page. The department will designate a back-up administrator to monitor and update the page in the Social Media Representative’s absence.
2. A successful page requires “babysitting”. Social Media Representatives are responsible for making sure content is not stale. In general, the site should be updated at least once per week.

### **Records Management**

1. **Primary Record Copy:** In general, original content should not be created via social media platforms.

2. Any original content created via a City Facebook page must be managed according to the Public Records Act and State Records Retention policies. See the Social Media Policy, Section 6.5.
  - a. Each Facebook page will be set up in conjunction with an official City e-mail account, which will archive any content and updates that are sent via email.
  - b. The City may use software or a service to capture content from City Facebook pages for records retention purposes.
  - c. Content that must be retained as a record, but that cannot be retrieved from Facebook via other means, must be retained in paper or electronic (PDF) format and managed appropriately.