

## **Chapter 14**

### **Social Media Policy**

- 14.1 Purpose
- 14.2 Definitions
- 14.3 Responsibilities
- 14.4 Policy and Procedure

#### **14.1 Purpose**

This policy is to provide guidelines and define individual and departmental responsibilities for the use of social media, such as Facebook and/or Twitter.

The purpose of social media is to inform as many citizens of City business in an effective and efficient manner. This will build a stronger community, by providing citizens a better understanding of their government.

#### **14.2 Definitions**

**Blog:** A self-published diary or commentary on a particular topic that may allow visitors to post responses, redactions, or comments.

**Content:** Any text, metadata, QR codes, digital recordings, videos, graphics, photos, and links on approved sites.

**Employee:** Elected officials and personnel appointed to a position (regular, temporary, or volunteer) of service with the City.

**Employer:** The City of Port Orchard

**Page:** The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.

**Post:** Content that an individual shares on a social media site or the act of publishing content on a site.

**Profile:** Information that a user provides about themselves on a social networking site.

**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)).

**Social Media Coordinator:** A City of Port Orchard employee who has been designated to oversee the City's social media program.

**Social Media Representative:** A City of Port Orchard 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 their department. A representative must be identified before the City department can use social media.

**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.

### **14.3 Responsibilities**

It is the responsibility of the Social Media Coordinator to train the Social Media Representatives, determine the content provided on the social media sites is subject to records retention requirements, assign and maintain a list of logins and passwords, and to oversee the City's social media program generally in order to ensure the City's social media activities adhere to the guidelines set forth herein.

It is the responsibility of Social Media Representatives to read and adhere to relevant policies, to maintain archival data, maintain current accurate information via City social media platforms, and to ensure that the City is being appropriately represented. (see City's Personnel Policies Manual Chapter 10.1)

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.

It is the responsibility of the Information Technology Manager or designee, to grant access to technology resources to appropriate staff.

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.

### **14.4 Policy and Procedure**

Social media platforms must comply with applicable federal, state, and city laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, public records, records retention, First Amendment rights, privacy and security laws, and conduct policies established by the City of Port Orchard.

The best, most appropriate uses of social media platforms for the City of Port Orchard 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.

*See Operating Procedure Manual Section 100 for additional procedures related to social media.*