

CITY OF FIRCREST  
SOCIAL MEDIA USE

July 1, 2016

1 Purpose and Policy

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Fircrest departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments where appropriate.

The City of Fircrest has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

2 Rules and Guidelines for Use of Social Media by City of Fircrest Employees and Departments

2.1 All City of Fircrest social media sites posted by departments will be subject to approval by the City Manager prior to activation. Use of new social media not previously approved shall be subject to advance approval by the City Manager or designee.

2.2 The official City of Fircrest website will remain the City's primary and predominant internet presence. Social media sites can augment this presence as a means of disseminating time-sensitive information as quickly as possible (e.g. updates on emergencies) and as a method to market or promote City events or opportunities to an identifiable, appropriate audience.

When possible, content on social media sites should not be unique to the social media site and will also be available on the City's primary web sites. Content posted on social media sites should contain links directing users to the City of Fircrest's official website.

2.3 Each department using social media sites will be responsible for the content and upkeep of any social media sites their department may create. To promote consistency and timeliness of information each department shall designate one employee who may post information and maintain the social media site.

2.4 Social media use shall comply with applicable City policies, the Fircrest Municipal Code and state and federal law. Any exceptions to City policy necessitated by social media formats or needs must be approved by the City Manager in advance.

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- 2.5 City of Fircrest social media sites are subject to State of Washington public records laws. Any content maintained in a social media format that is related to City business is a public record. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the City Clerk.
- 2.6 Washington state law and relevant City of Fircrest records retention schedules apply to social media formats and social media content. The City of Fircrest shall preserve records required per the retention schedule.
- 2.7 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 Fircrest social media site articles and comments containing any of the following forms of content shall not be allowed:
- 1) Comments not topically related to the particular social medium article being commented upon;
  - 2) Comments in support of or opposition to political campaigns or ballot measures;
  - 3) Profane language or violent or threatening content;
  - 4) 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;
  - 5) Sexual content or links to sexual content;
  - 6) Solicitations of commerce;
  - 7) Conduct or encouragement of illegal activity;
  - 8) Information that may tend to compromise the safety or security of the public or public systems; or
  - 9) 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

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be retained, including the time, date and identity of the poster when available.

2.8 If comments are turned on, the Wall page should include a Comment Disclaimer Policy Box or link

2.9 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.

2.10 Administration of City of Fircrest social media sites:

- 1) The City Manager or designee will maintain a list of social media tools which are approved for use by City departments and staff.
- 2) The City Manager or designee will maintain a list of all City of Fircrest social media sites, including login and password information.
- 3) The City must be able to immediately edit or remove content from social media sites. All information necessary for this to occur must be provided to the City Manager or designee.

3 Video Posting

3.1 The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the provisions of this Social Media Use Policy.

3.2 Video Posting Guidelines:

- 1) Department Managers will be responsible for approving the video content.
- 2) The department must have secured rights to stream the video either because it was produced by the department or because permission has been explicitly granted to host and stream the video on City of Fircrest websites.
- 3) Videos streamed from sources other than City of Fircrest networks may not be embedded on City web pages. Links to external videos are permitted, but should only be used when content is not available through the City networks.