

ADMINISTRATIVE POLICY: 2012- 3

SUBJECT: Social Media

DATE ISSUED: September 1, 2012

DATE EFFECTIVE: September 1, 2012

APPROVED BY: 

Nabil Shawa, City Manager

SECTION ONE: PURPOSE

The purpose of this Administrative Policy is to provide uniform guidance regarding the use of social media for the programs and services of the City of Walla Walla.

SECTION TWO: PO SECTION TWO: POLICY

I. Privacy Policy and Disclaimer

The City of Walla Walla operates and maintains its social media sites as a public service to provide information about City programs, services, projects, issues, events and activities in support of its mission to “*provide municipal services and programs essential to a community in which to live, work and play*”. The City of Walla Walla assumes no liability for any inaccuracies these social media sites may contain and does not guarantee that the social media sites will be uninterrupted or error-free.

Any individual accessing, browsing and using a City of Walla Walla social media site accepts without limitation or qualification, the City's Social Media Policies (hereafter "Policies"). These terms and conditions apply only to the social media sites (Facebook, Twitter, MySpace, and YouTube) that are managed by the City of Walla Walla. The City of Walla Walla maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Walla Walla social media site following the posting of any modification signifies acceptance of such modification.

All users of a City of Walla Walla social media site are also subject to the site's own privacy policy. The City of Walla Walla has no control over a site's privacy policy or their modifications to it. The City of Walla Walla also has no control over content, commercial

advertisements, or other postings produced by the Social Media site that appear on the City of Walla Walla social media site as part of the site's environment.

II. Posting Policy for Social Network Services Sites

Although the City encourages posts and comments on the Facebook, MySpace and other social network services sites managed by the City of Walla Walla, those sites are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to the topic at hand. The following types of posts and comments are prohibited:

- not topically relevant;
- promoting or advertising commercial services, entities or products;
- supporting or opposing political candidates or ballot propositions;
- obscene content;
- personal attacks;
- infringements on copyrights or trademarks
- illegal activity or encouragement of illegal activity;
- promoting, fostering or perpetuating discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- information that may tend to compromise the safety or security of the public or public systems;
- content that violates a legal ownership interest of any other party; or anonymous posts.

The City of Walla Walla reserves the right to remove posted content that does not comply with this policy. All posts and comments uploaded to City of Walla Walla social network services sites will be periodically reviewed. All posts and comments are public records subject to public disclosure under the Public Records Act.

Please note that the comments expressed on this site do not necessarily reflect the opinions or positions of the City of Walla Walla or its employees. If you have questions or problems concerning the operation of this on-line moderated discussion site, please contact the City of Walla Walla Office of Communications at (509) 527-4540.

III. Responsibilities and Procedures

A. Departments hosting social media sites are responsible for managing the content of their respective social media sites.

1. Departments are required to post the City of Walla Walla Social Media Policy on their sites or the disclaimer that the department reserves the right to delete inappropriate content and a link to the full Social Media Policy.

2. Departments are responsible for establishing, publishing, and updating their pages on social network sites and for ensuring that site content is accurate and up-to-date.
3. Departments are responsible for securing the appropriate permissions and rights to use non-City content (e.g. pictures, images, and videos) on social network sites.
4. When possible, social network sites shall link to the City's website for information, forms, documents, and online services necessary for users to conduct business with the department.
5. A Department's presence on social network sites is considered an extension of the City's information network and is governed by the City's Information Technology Security Policy; the City's Personnel Manual; and all applicable laws and policies, including those regarding copyright, records retention, privacy, and Washington State Public Disclosure laws.
6. The Department Director is responsible for all content placed on social networking site by department staff.

B. Authorization to use Social Media

1. Use of social media by any department or division must be approved prior to creating social media accounts; installing social media application; and creating/distributing content. Approval is required by the Department Director, Communications Officer and Technology Services and is accomplished by completing the application in Appendix A: "Approval Checklist for Official Use of Social Media" and acquiring the necessary signatures.
2. Any department participating in social media is required to have a clearly identified designee(s) responsible for managing the site utilizing "Best Practices."

C. Public Record Requirements

Content posted on City of Walla Walla social media sites must be archived using City-approved backup solutions and procedures to capture the records and associated metadata. This applies regardless of the communication medium (e.g. Web, Blog, Facebook, Twitter, YouTube). No use of services is permitted without an approved, documented backup solution/procedure. Departments are required to work with the City's Technology Services Division to register their social media sites with the City-approved backup provider and will be responsible for all costs for this service.

1. City documents posted to social media sites must be posted via embedded URL. The posted documents should be located on the current City of Walla Walla

document server, and the web interface for said document server will provide the referring URL/URI for posting a link to any social media site. This allows the maintenance of the source document for records keeping purpose.

2. The department will maintain an archive of daily activity on the social networking site. The department may be required to make this data available through a public records request.
3. All content created on social media sites is subject to State of Washington public records laws. The Department Director is responsible for ensuring that discoverable records created by his/her respective department using approved social media are maintained in a manner that complies with Washington public records laws.

D. Best Practices

1. Automation
Social media is an inherently participative medium. Services which automatically publish content to social media sites risks reducing the efficacy of social media as a communications medium. While automated posting and reposting of information can be useful to citizens wishing to keep abreast of current events, automation should only be used sparingly and should include original commentary written by the department designee(s) to maintain the “social and interactive” functionality.
2. Response to Postings
All citizen queries, comments or requests made to any City social media site must be addressed with a public response or acknowledgement within 24 hours of posting (excluding weekends and holidays).
3. Cross Linking
When a department begins to use social media, the department designee(s) should make every effort to link back to appropriate City Web pages from any social media source, and link to the utilized social media sources from the Department’s Web home page. Departments are encouraged to “Like”, “Follow” or otherwise officially acknowledge other similar and complementary agencies and organizations to improve the utilization of social media resources.
4. E-mail and Social Media
If mass e-mails are delivered, they should contain links to department social media sites.
5. Use of creative posting
Users of social media are encouraged to use creative, tasteful and appropriate references to popular culture in social media postings. These references can drive search engine results to the participating department’s social media resources.

Distribution: Department Directors
Original: Administrative Policy File

Appendix A

Approval Checklist for Official Use of Social Media

Department/Division: _____

Designee(s): _____

Description of how social media sites will be used:

Social Medias Authorized

YouTube _____

Face Book _____

MySpace _____

Twitter _____

Other _____

Department Director: _____ Date: _____

Communications Officer: _____ Date: _____

Technology Services Manager: _____ Date: _____