



# Information Technology Policy and Procedure City of Prosser, Washington

<b>SUBJECT: Social Media Policy</b>		
Effective Date: February 13, 2017	Policy No.: IT.002	Pages: 3
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## OVERVIEW

### 1. PURPOSE.

City of Prosser departments may utilize existing and emerging social media tools to provide information to and interact with the public.

The City encourages the use of social media, where appropriate, to further the goals of the City and the missions of its departments.

The City of Prosser has an overriding interest and expectation in deciding what is “spoken” on behalf of the City through social media. This policy establishes guidelines for the use of social media by City departments.

### 2. ORGANIZATIONS AFFECTED.

This policy applies to all City of Prosser departments and employees.

### 3. REFERENCES.

**3.1 Information Technology Policy (IT.001)**

### 4. DEFINITIONS

**4.1 Social Media.** Social media is broadly defined as internet-based communications technology that provides immediacy, interactivity, and the sharing of information across multiple platforms.

### 5. RESPONSIBILITIES

**5.1 Authority.** The City Clerk is the Public Information Officer for the City of Prosser.

### 6. STATEMENTS OF POLICY AND PROCEDURES

#### 6.1 General Provisions.

6.1.1 The City of Prosser’s website ([www.cityofprosser.com](http://www.cityofprosser.com)) will remain the City’s primary and predominant internet presence.

- Unless otherwise approved by the City Administrator, content posted to official City of Prosser social media sites will first be posted on the City's official website.
  - Whenever possible, content posted to official City of Prosser social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents, or online services necessary to conduct business with the City of Prosser.
- 6.1.2 The best, most appropriate City of Prosser uses of social media tools fall generally into two categories:
- As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
  - As communications/outreach tools which increase the City's ability to provide messages to the widest possible audience.
- 6.1.3 Use of official City of Prosser social media sites shall comply with the City of Prosser Personnel Manual, the Prosser Municipal Code, and all applicable policies, rules, and regulations of the City of Prosser.
- 6.1.4 Only official City social media sites may be used by City employees and/or elected officials to conduct official City business.
- 6.1.5 This policy may be amended as necessary by approval of the City Administrator.

**6.2 Responsible Parties.** Designated department staff will be responsible for the content and upkeep of any official social media sites their department may create.

- 6.2.1 All postings and comments made to official City social media sites will be approved by the City Clerk or other assigned staff.
- 6.2.2 Designated City staff will read and understand this policy and have a signed copy of this policy on file.

**6.3 Acceptable Platforms.** Social media sites currently approved for use by City departments include:

- Twitter
- Facebook
- YouTube
- LinkedIn

Any additional social media sites proposed for City use must be approved by the City Administrator prior to activation.

**6.4 Public Disclosure and Record Retention.** Official City of Prosser 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, including a list of subscribers and posted communication, is a public record.

- 6.4.1 The department maintaining the site is responsible for notifying the City Clerk/Records Officer completely and accurately of any public records request related to the City's use of social media received.
- 6.4.2 Content related to City business shall be maintained in an accessible format so that it can be produced in response to a request.

- 6.4.3 Whenever possible, such sites shall clearly indicate that any content posted or submitted for posting is subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the City Clerk/Records Officer.
- 6.4.4 Washington State law and relevant City of Prosser records retention schedules apply to social media formats and social media content. The department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible.

**6.5 Prohibited Content.** The City of Prosser reserves the right to restrict and/or remove any content posted to official City of Prosser social media sites that it deems to be in violation of this Social Media Policy or other applicable law, rule, or regulation.

- 6.5.1 Official City of Prosser social media sites shall include notification to site users/visitors that the following content will not be allowed on the site:
- Comments not topically related to a particular social media thread.
  - Comments in support or opposition to political campaigns of any kind.
  - Profane language or content.
  - Content that promotes, fosters, or perpetuates discrimination of any kind.
  - Sexual content or links to sexual content.
  - Solicitations of commerce.
  - Conduct or encouragement of illegal activity.
  - Information that may tend to compromise the safety and/or security of the public and/or public systems.
  - Content that violates a legal ownership interest of any other party.
- 6.5.2 Any content removed based on these restrictions must be retained, including the time and date of the posting and the identity of the poster (if available).
- 6.5.3 City employees and/or elected officials are prohibited from disclosing any information via social media posts that may be confidential or may otherwise compromise the City.

**6.6 Account Access.**

- 6.6.1 City employees and/or elected officials are discouraged from using personal equipment and/or personal accounts to post information to official City social media sites.
- 6.6.2 City employees and/or elected officials are similarly discouraged from using personal equipment and/or personal accounts to post information regarding official City business on other social media sites.
- 6.6.3 All social media site posts by City employees and/or elected officials regarding official City business are subject to Washington State public disclosure laws, open meetings laws, and all other applicable laws, rules, and regulations.