

CITY OF YELM – POLICIES AND PROCEDURES

Title: Social Media Policy	Policy Manual Code: 01
Approved: Revised:	Effective Date:

1. PURPOSE

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Yelm 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 Yelm 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. REFERENCES

None

3. DEFINITIONS

None

4. POLICY

- A. All City of Yelm social media sites posted by departments will be subject to approval by the City Administrator prior to activation. Use of new social media not previously approved shall be subject to advance approval by the City Administrator or designee.
- B. The official City of Yelm website will remain the City's primary and predominant internet presences. Social media sites can augment this presence as a means of disseminating time-sensitive information as quickly as possible (such as 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 Yelm official website.

- C. 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.
- D. Social media use shall comply with applicable City policies, the Yelm 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 Administrator in advance.

- E. City of Yelm 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. 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.

- F. Washington state law and relevant City of Yelm records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, 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.
- G. 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 Yelm social media site articles and comments containing any of the following forms of content shall not be allowed:
- Comments not topically related to the particular social medium article being commented upon;
 - Comments in support of or opposition to political campaigns or ballot measures;
 - Profane language or violent or threatening content;
 - 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;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - 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 be retained, including the time, date and identity of the poster when available.
- H. 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.

- I. Council members and other officials and appointed volunteers should not comment or otherwise communicate on the City's Social Media sites. Participating in online discussions may constitute a meeting under the Open Public Meetings Act
- J. Administration of City of Yelm social media sites:
 - The City Administrator or designee will maintain a list of social media tools which are approved for use by City departments and staff.
 - The City Administrator or designee will maintain a list of all City of Yelm social media sites, including login and password information. Departments will inform the City Administrator of any new social media sites or administrative changes to existing sites.
 - 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 Administrator.
 - For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - Operational and use guidelines
 - Standards and processes for managing accounts on social media sites
 - City and departmental branding standards (d) Enterprise-wide design standards
 - Standards for the administration of social media sites