

City of Tualatin Social Media Policy

I. PURPOSE

The purpose of this policy is to address the fast-changing landscape of the Internet and the way constituents communicate and obtain information online. To better meet the communication needs of our users, the City of Tualatin may use social media tools to reach a broader audience and further the communication and public involvement goals of the City where appropriate.

Social Media and Web 2.0 refer to various activities that integrate technology, social interaction, and content creation. Social media allows people to create, organize, edit or comment, combine and share web content. Social media and Web 2.0 uses ever-changing technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcasts, social networking, mashups, widgets, microblogs and more.

II. GENERAL INFORMATION

All use of social media and any new form of social media must be reviewed and approved by the City Manager or designee. The City's website will remain the City's primary Internet presence.

1. The best, most appropriate City uses of social media tools fall generally into two categories: a) As channels for disseminating time-sensitive information as quickly as possible (ie. Emergency information), and b) as marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
2. Wherever possible, content posted on the City of Tualatin social media sites should be accessible on the City's website, www.tualatinoregon.gov.
3. Wherever possible and appropriate, content posted on the City of Tualatin social media sites should contain links directing users back to the City's official website.
4. The City Manager's Office will be responsible for the content of any social media sites created. The social media sites will be developed using a city email address which will be directed to staff in the City Manager's office to archive all messages received from the site.
5. The City of Tualatin social media sites are subject to the State of Oregon open 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. The City Manager's Office is responsible for responding completely and accurately to any public records request on a social media site.
6. Oregon state law and City of Tualatin records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the City shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible.

III. SOCIAL MEDIA TOOLS

Given that social media sites vary in content and use, the City Manager's Office will review a site before a City account is created based on its need, purpose and audience. City accounts shall be established by the City Manager or designee. No other employee of the City of Tualatin is authorized to establish any City of Tualatin account on any social media site.

1. Facebook

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. The City's Facebook page is designed to drive traffic to the City's website and to inform more people about City activities. The Facebook page shall serve the following primary purposes:

- Refer followers to content hosted at www.tualatinoregon.gov
- Promote City sponsored events
- Provide information during an emergency
- Provide the public with the opportunity to comment on an issue

Website Department Content Managers have the option to "push" new items posted to the City Website to the Facebook account. Facebook users will see the post with a link to the news item on the City website.

The City Manager or designee will be responsible for monitoring the comments on the City's Facebook page. If there are comments that require a response or that should be removed, please notify the City Manager's Office. All responses shall be provided to users in a timely manner.

Departments desiring Facebook pages separate from the City account must submit a request in writing to the City Manager detailing the following:

- Target audience
- Purpose of separate page and reasoning why the main Facebook page does not meet the needs of the department

In general, requests for special accounts will be denied unless the account is needed to reach a special audience not currently served by the City's website or Citywide Facebook account.

2. Twitter

Twitter is a microblogging tool that allows account holders to tweet up to 140 characters of information to followers. City departments will communicate information directly to the City of Tualatin Twitter account alerting followers to news and directing them to www.tualatinoregon.gov for more information.

Website Department Content Managers have the option to "push" news items posted to the City website to the twitter account. Twitter users are only allowed to use 140 characters in a message with a link to the news item on the City website. In writing the lead of a news release, Content Managers should ensure the key idea the public needs to understand is clearly written in the first 140 characters.

The Twitter account will serve the following primary purposes:

- Refer followers to content hosted at www.tualatinoregon.gov
- Promote City sponsored events, programs, and activities
- Provide information during an emergency

NOTE: Twitter does not allow for content editing, therefore, staff posting to Twitter must ensure that information is posted correctly the first time.

The City Manager or designee will be responsible for coordinating responses for the Twitter @reply or direct message functions. If there are comments that require a response, staff should contact the City Manager's office. Communication with Twitter followers shall be consistent and timely.

Departments desiring Twitter accounts separate from the City account must submit a request in writing to the City Manager detailing the following:

- Target audience
- Purpose of separate account and reasoning why the main account does not meet the needs of the department

In general, requests for special accounts will be denied unless the account is needed to reach a special audience not currently served by the City's website or the City's main Twitter account.

3. Comments

If a social media site or any other web based platform used by the City allows for comments to be posted by the public, the City Manager or designee reserves the right to moderate comments based on the criteria listed below.

Posts containing the following are against city rules and will be deleted by city staff:

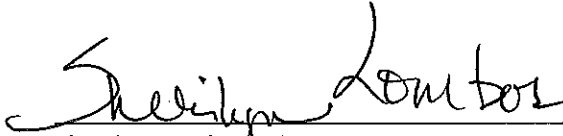
- a) Comments should relate to city matters and to the topics being discussed in the original post and not contain spam, advertising, or solicitations; advocate illegal activity or violence; products or political organizations; infringe on copyrights, trademarks or intellectual property rights of others.
- b) Comments should be family-friendly and not contain abusive or vulgar language, sexually explicit subject matter, hate speech, derogatory terms or offensive content.
- c) Comments should not contain personal or defamatory remarks about a person's age, education, ethnicity, race, family status, gender, national origin, class, physical ability or qualities, religion, sexual orientation, or personality.
- d) A posted comment is the opinion of the person/group posting the comment and does not imply endorsement or agreement by the City of Tualatin, its elected officials or employees.
- e) Comments should not endorse candidates or a particular stance on current ballot measures.
- f) The City reserves the right to determine which comments are unacceptable for its page, and citizens who repeatedly violate this policy may be blocked from the site.

IV. PERSONAL USE OF SOCIAL MEDIA TOOLS

Social Media Policy

Employees may choose to host personal social networking sites. These sites must remain personal in nature and be used to share personal opinions or non-work related information. This helps ensure a distinction between sharing personal views and City views. In addition, City employees should never use their City email account or password in conjunction with personal social networking sites. For more information about personal social networking please see Human Resources.

Approved:

 Date: 6/13/12
Sherilyn Lombos, City Manager



POLICY RECEIPT AND ACKNOWLEDGMENT FORM

I, the undersigned, acknowledge and understand the following:

1. I have received the **City of Tualatin Social Media Policy** which was adopted and became effective on June 10, 2012.
2. I understand that I have the responsibility to read and understand the policy, and to ask my supervisor or the Web Manager for clarification of any information that is unclear to me.
3. By my signature below, I agree to abide by the terms and conditions included in this policy.

(Name – Print Legibly)

(Sign)

(Date)

Employees are responsible to sign and return this document to the Administration Department.