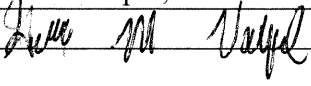
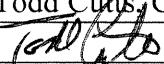


City of SeaTac

Policies and Procedures

Policy Number:	CW-014
Policy Name:	Social Media Policy
Department(s):	Citywide
Effective Date:	December 1, 2012
Supersedes:	N/A
Prepared by:	Gwen Voelpel, Assistant City Manager
Signature:	
Approved by:	Todd Curtis, City Manager
Signature:	

Purpose:

To establish basic guidelines, standards and instructions for the City of SeaTac to use social media while ensuring compliance with State and Federal laws and prohibiting inappropriate use. At this time, the policy is only intended to apply to Facebook and Twitter. Other social media should not be developed for the City of SeaTac without specific authorization from the City Manager.

Policy:

Departments will manage social media sites after approval of the City Manager of any new social media presence. Department directors will designate site managers and site contributors to coordinate social media sites developed by the department and will ensure all procedures are followed at all times. Only designated personnel will be allowed to access social media sites on City equipment per the "Computer Usage" and "Use of City Equipment" sections (pages 26 and 27, respectively) of the Employee Handbook.

Authority:

This policy is adopted pursuant to SeaTac Municipal Code (SMC) 2.65.010. See also Policy Number CW-002, Records Management Policy, and Policy Number CW-008, Public Records Disclosure Request.

Procedures:

Defining Social Media Terms: For purposes of this policy and accompanying procedures, the following definitions apply.

- a. Comment: a response to a City post or social media content submitted by a commenter.
- b. Commenter: a member of the public who submits a comment for posting in response to the content of a particular City post or social media content.
- c. Facebook: a social utility connecting people with messages, videos, photos and other opportunities to interact online.
- d. Followers: people who subscribe to receive Tweets, also known as subscribers.
- e. Post: an article or short statement or other content posted to a City social media site by a

- City site manager or site contributor.
- f. Site Contributor: a designated City contact who posts information and monitors comments under the direction of a site manager.
 - g. Site Manager: a designated City contact who creates a department-specific Social Media site and is responsible for posting information and monitoring comments on that site.
 - h. Spam: an electronic message, especially advertising, indiscriminately sent in bulk.
 - i. Retweet: sharing of a Tweet by another user; symbolized by “RT” in the message.
 - j. Social Media: the use of third party hosted online technologies that facilitate social interaction and dialogue provides alternative ways for the City of SeaTac to share information with a broader audience. Social Media includes blogs and wikis, social networking sites like Facebook, micro-blogging tools such as Twitter and audio-visual networking sites such as YouTube.
 - k. Tweet: posts on Twitter; normally publicly visible but can be restricted to followers only. Restricted to 140 characters.
 - l. Twitter: a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. Users can tweet via the Twitter website, compatible external applications (such as for smart phones), or by Short Message Service (SMS) available in certain countries.

Requesting Authorization from City Manager for a Social Media Site

- a. Departments are responsible for determining the city need or city interest of the use of social media sites in combination with other communication channels before requesting authorization from the City Manager to create a social media site.
- b. Prior to creating a new social media presence, departments are required to receive approval from the City Manager. A form to request a new social media presence is available at <g:/group/CITYMAN/Policies and Procedures/Social Media>.
- c. Any social media site launched without proper approval will be discontinued immediately until approval is received.
- d. Department directors are responsible for designating site managers and contributors for social media sites and providing all relevant information to the City Manager, City Clerk’s Office and Information Systems Manager prior to launching any new social media.
- e. Prior to requesting authorization from the City Manager, departments are responsible for ensuring appropriate records retention procedures are followed and a method to retain social media postings is in place prior to launching a new site. Departments should consult with the City Clerk’s Office on records retention procedures.
- f. After authorization of a new social media site, the requesting department shall send a copy of the approved form to the City Clerk and the Information Systems Manager.

Ensuring Compliance with Public Records Act and Records Retention Schedules

- a. City of SeaTac 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. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media records. Content related to City business shall be maintained in an accessible format so 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.
- b. Washington state law and relevant City of SeaTac 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.

- c. This policy is not meant to address the topics of public records and records retention and records management comprehensively. Any City staff responsible for use of any of these social media sites or tools is responsible for understanding and complying with the relevant public records laws and policies, records retention schedules and records management policies.

Developing a New Facebook Page: For consistency, ease of use and to maintain a coordinated City of SeaTac presence, the following development standards apply to new Facebook sites:

- a. Department Facebook sites will be created as fan pages. It is up to each department to determine any privacy settings, e.g., controls on posting to timelines, etc., in Facebook.
- b. Department Facebook pages should be named using the following convention per Facebook: City of SeaTac [*insert name of department*] Government.
- c. The City logo should be displayed prominently and permanently on the home page as the profile picture. The full-color City logo should be used available at <g:/group/all/logos/Logos for in-house use/Full Color>. Cover photos may be personalized to be relevant to each department.
- d. The “About” section of the Facebook page should indicate it is hosted by a government organization and include the wording below:

“This is an official page of the City of SeaTac, Washington. This page is maintained for the benefit of residents and visitors who wish to learn more about local government events and activities. For more information on the City of SeaTac, please visit www.CityofSeaTac.com.”
- e. Include the City of SeaTac’s posting policy for Facebook pages in its entirety in the “About” section. That policy is available at <g:/group/CITYMAN/Policies and Procedures/Social Media>.
- f. A department-specific phone number and e-mail should be used for the site and included in the “About” section. Administrator authorization should be given to the City Clerk’s Office and the Information Systems Manager. Those e-mail addresses are: kgregg@ci.seatac.wa.us and bperman@ci.seatac.wa.us.
- g. Departments are encouraged to cross-promote Facebook pages with other media, including catalogs and other mailers, posters and flyers, Weekly Updates, the SeaTac Report, SeaTV, etc.

Posting by City on Facebook: To maintain consistency and control, City postings are managed by site managers or site contributors designated by the department director.

- a. Employees, including site managers and contributors, shall not use their private e-mail addresses or private social media accounts to post in their professional capacity. Work e-mail addresses may be used.
- b. Site managers must maintain accurate City information on social media sites by frequently reviewing and updating it as necessary and appropriate.
- c. Posts should be free of emoticons, shortened text constructions (LOL, BTW) and exclamation points or superfluous punctuation as well as jargon and acronyms that are difficult to decipher. The style guide used for the “SeaTac Report” is preferred.
- d. Most content posted by the City departments on City social media sites should not be

original content but rather a secondary copy of information that is posted either on the City website or contained in an electronic record or a hard copy.

- e. If original content is posted on a social media site, the department is responsible for retaining that information per the Public Records Act and State Records Retention schedule.
- f. Wherever possible, a link to the City's website, www.CityofSeaTac.com, should be included in Social Media posts, directing users back to the City of SeaTac's website for in-depth information on the posted content.
- g. The site manager or site contributor will be the only individuals to post and respond to comments for each department. The department director is the final authorizing authority for any posts.
- h. Multiple councilmembers and other officials and appointed volunteers (i.e., appointed citizen advisory committees) shall 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.

Managing Commenter Posts on Facebook: Departments are responsible for managing comments and posts by others to ensure timely responses and removal of any inappropriate postings.

- a. The City's posting policy governs appropriate activity on social media sites, including Facebook.
- b. Department site managers and site contributors are responsible for deleting inappropriate comments per the policy.
- c. Departments should notify the poster of the reason why their post has been deleted unless the post is clearly spam.
- d. The Department is responsible for retaining the deleted posts as required by records management laws and notifying the poster of the removal of their post and the rationale.

Adding Links to Facebook Posts: The City of SeaTac does not provide general website hosting for the public, but may post Facebook updates for other governments and non-profit organizations that work with the City.

- a. In all cases, external links should be monitored by the site manager.
- b. Site managers should consider links that fit into one of the following categories:
 - 1. Other governments and educational institutions in SeaTac, including individual school web sites.
 - 2. Non-profit or public organizations that have some relationship to the City, usually contractual.
 - 3. Generally recognized community councils and organizations.
 - 4. Large events within the corporate limits of SeaTac that may interest residents or disrupt traffic patterns.
 - 5. Tourist information from the South King County Chamber of Commerce or other organizations/publications that features SeaTac.
 - 6. Other appropriate links.
- c. When linking to an external site, please include the wording: The City of SeaTac is not responsible for external content. This is not an endorsement.

Creating Twitter Account: Twitter accounts must follow basic guidelines to ensure consistency, access and appropriateness. The following guidelines apply and should be implemented in concert with overall social media policies.

- a. Each department will have only one Twitter account, unless otherwise approved by the City Manager.
- b. Account information, including name and password, shall be shared with the City Manager, City Clerk and Information Systems Manager.
- c. The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure (RCW 42.56).
- d. Twitter usernames shall begin with "SeaTac," such as SeaTacPubWks or SeaTacParks.
- e. Department Twitter account backgrounds will use the City of SeaTac logo available at [g:/group/all/logos/Logos for in-house use/Full Color](#)

Disseminating and Retaining Tweets: Department site managers and contributors are responsible for timely posting, responding to and retaining Tweets.

- a. Only designated personnel may access Twitter accounts.
- b. Site managers and contributors shall be responsive to those constituents who communicate via Twitter's @reply or direct message functions.
- c. Whenever possible, Tweets should mirror information presented on the City's website, Facebook page or other information dissemination mechanisms.
- d. Timely/emerging Tweets are appropriate, e.g., road closures, street sweeping schedules, emergencies, event reminders, etc.
- e. Tweets shall refer users back to the City's website or a phone number for additional information.
- f. Tweets shall be carefully edited before posting as Twitter does not allow for content editing.
- g. Each Department shall be responsible for archiving Twitter posts in conformance with state records retention schedules.

Other Social Media: At this time, the City of SeaTac does not have policies regarding use of YouTube, blogs, Instagram, Tumblr, Flickr, MySpace, wikis, blogs, Google+ or other social media. A request can be made to the City Manager for a specific need by a department, however.



City of SeaTac Social Media Request

The department director shall submit this form to the City Manager before launching any new social media site.

Department:		Director signature:	
Date submitted:		Target launch date:	
Overview: Please provide a brief overview of your project and how it complements other communications efforts. Include your goals, intended audience and proposed range of content. Also include how you'll promote the site and ensure it is properly staffed for timely responses. Attach additional pages if necessary.			
Social media requested: Please check the social media you are requesting to use. Check all that apply. <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> YouTube			
Permissions: Indicate who will be designated as your site manager and who will be contributors from your department. Site manager (name, title): Site contributors (names, titles):			
Drafts: Attach a draft version of your social media page. This may include a mock up of your Twitter account, unpublished Facebook page or draft script or concept for a YouTube video.			

Social Media Policy

Attachment: Facebook Posting Policy

Introduction

This site is hosted by the City of SeaTac to enhance and encourage communication with City government.

Individuals accessing or using this site accept the terms and conditions stated on this page without limitation or qualification. These terms and conditions apply only to the Facebook page managed by the City of SeaTac. The City of SeaTac maintains the right to modify these terms and conditions without notice, and any modification is effective immediately upon posting to this page unless otherwise stated. Continued access or use of this site following the City's posting of any modification signifies acceptance of such modification.

In addition, all users of the City of SeaTac Facebook page are subject to the Facebook statement of rights and responsibilities. The City of SeaTac has no control over Facebook's privacy policy or the company's modifications to it. The City of SeaTac also has no control over content, commercial advertisements, or other postings produced or distributed by Facebook that appear on the City of SeaTac Facebook page as part of the Facebook environment.

The City of SeaTac operates and maintains its Facebook page as a public service to provide information about City programs, services, projects, events, activities, tourism events, public meetings, public hearings, and information and notifications during emergencies. The City of SeaTac assumes no liability for any inaccuracies this site may contain and does not guarantee that this site will be uninterrupted or error-free. Information and comments posted on the City of SeaTac Facebook page in no way constitutes a legal or official notice or comment to the City of SeaTac.

Commenting Policy

The City of SeaTac Facebook page is a limited public forum. We encourage people to use the comments function to ask questions and share thoughts as they relate to the topic being discussed. It is not intended as a forum for debate on political issues before City Council, which should be addressed in hearing testimony, public comment at Council meetings or comment letters. We expect comments generally to be relevant and courteous. To that end, the City of SeaTac has established the criteria below regarding comments, and reserves the right and discretion to remove comments that are not consistent with these criteria.

The City of SeaTac reserves the right to remove comments that it finds:

- Contain obscene, harassing or profane language
- Contain threats, personal attacks, or defamatory statements
- Contain hate speech directed at race, color, sex, sexual orientation, national origin, ethnicity, age, religion or
- Constitute advertising or promotes or endorses specific commercial services or products
- Compromise the safety or security of the public or public systems
- Support or oppose political candidates or ballot propositions
- Support or oppose a proposed action by City Council

- Violate the Facebook statement of rights and responsibilities

The views expressed in comments reflect those of the author and do not necessarily reflect the official views of the City of SeaTac. The City of SeaTac retains no responsibility for comments that are posted and then removed by the author. Even when deleted, by the author or by the City based on the criteria above, comments may be subject to disclosure. See "Public Disclosure" below.

In addition, communications made through City of SeaTac's social media sites in no way constitute a legal or official notice or comment to the City of SeaTac. (For example, a post or comment that asks for public records will not be considered a public records request under RCW 42.56.) To make an official comment about a specific city project or program, please contact the appropriate department.

Copyright

Copyrighted and other proprietary material should not be posted or submitted in any form unless permission to do so is clearly indicated. In posting his or her own comments or other work, a commenter grants the City and anyone viewing the site irrevocable permission to copy, distribute, make derivatives, display or perform the commenter's work publicly and free-of-charge.

Public Disclosure

Information posted by the City of SeaTac and comments posted to this page by other authors are subject to the disclosure requirements of the Public Records Act, RCW 42.56. Public disclosure requests should be directed to the City Clerk's Office, 206.973.4660.