

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

- 16.01 Purpose and Policy
- 16.02 Rules and Guidelines for Use of Social Media by City of Tumwater Employees and Departments
- 16.03 Video Posting Standards
- 16.04 City of Tumwater Standards for Using Twitter
- 16.05 City of Tumwater Standards for Using Facebook

16.01 Purpose and Policy

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

16.02 Rules and Guidelines for Use of Social Media by City of Tumwater Employees and Departments

16.02.01 All City of Tumwater 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.

16.02.02 The official City of Tumwater websites 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 (e.g. 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 Tumwater's official websites.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.02 Rules and Guidelines for Use of Social Media by City of Tumwater Employees and Departments

- 16.02.03 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.
- 16.02.04 Social media use shall comply with applicable City policies, the Tumwater Municipal Code and state and federal law. The City of Tumwater's Information Technology Use Policy and its Code of Ethics will govern social media use by City employees and departments. Any exceptions to City policy necessitated by social media formats or needs must be approved by the City Administrator in advance.
- 16.02.05 City of Tumwater 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 (see the City of Tumwater Twitter, and Facebook standards). 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.
- 16.02.06 Washington state law and relevant City of Tumwater 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. Appropriate retention formats for specific social media tools are detailed in the City of Tumwater Twitter and Facebook standards.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.02 Rules and Guidelines for Use of Social Media by City of Tumwater Employees and Departments

16.02.07 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 Tumwater social media site articles and comments containing any of the following forms of content shall not be allowed:

- 1) Comments not topically related to the particular social medium article being commented upon;
- 2) Comments in support of or opposition to political campaigns or ballot measures;
- 3) Profane language or violent or threatening content;
- 4) 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;
- 5) Sexual content or links to sexual content;
- 6) Solicitations of commerce;
- 7) Conduct or encouragement of illegal activity;
- 8) Information that may tend to compromise the safety or security of the public or public systems; or
- 9) 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 (see the City of Tumwater Twitter and Facebook standards).

16.02.08 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.

16.02.09 The City will approach the use of social media tools as consistently as possible, Citywide.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.02 Rules and Guidelines for Use of Social Media by City of Tumwater Employees and Departments

16.02.10 Administration of City of Tumwater social media sites:

- 1) The City Administrator or designee will maintain a list of social media tools which are approved for use by City departments and staff.
- 2) The City webmaster will maintain a list of all City of Tumwater social media sites, including login and password information. Departments will inform the City webmaster of any new social media sites or administrative changes to existing sites.
- 3) 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 Administrative Services Department.
- 4) For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - (a) Operational and use guidelines
 - (b) Standards and processes for managing accounts on social media sites
 - (c) City and departmental branding standards
 - (d) Enterprise-wide design standards
 - (e) Standards for the administration of social media sites

16.03 Video Posting Standards

- 16.03.01 Purpose: The City of Tumwater provides access to online video because this is the way many residents communicate and obtain information online. Key objectives for video content should meet one or more of the following goals: provide information about City services, showcase City and community events, explore City issues and highlight outstanding individuals and organizations that contribute to Tumwater and the region. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the provisions of this Social Media Use Policy.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.03 Video Posting Standards

16.03.02 Video Posting Guidelines:

- 1) Department Managers will be responsible for approving the video content.
- 2) Video quality should be comparable to DVD quality.
- 3) Low quality video will be considered only if the audio is clear and the content is compelling and informative.
- 4) All videos will be submitted to the Administrative Services Department.
- 5) The department must have secured rights to stream the video either because it was produced by the department or because permission has been explicitly granted to host and stream the video on City of Tumwater websites.
- 6) Videos streamed from sources other than City of Tumwater networks may not be embedded on City web pages. Links to external videos are permitted, but should only be used when content is not available through the City networks.

16.03.03 The Administrative Services Department responsibilities for Video:

- 1) Administrative Services will be responsible for archiving the video if applicable.
- 2) Administrative Services will provide a video link and code to embed video on a web page.

16.03.04 Submitting Video to the Administrative Services Department

- 1) Video must be in .MOV, MPG, .WMV, .AVI, DVD, Tapes, MiniDV or DV Cam formats
- 2) Submitted video should include: Title and description; video length and requested dates for use, removal and archiving.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.03 Video Posting Standards

16.03.05 Submitting Video to External Video Sites

- 1) Videos may be submitted to YouTube, Facebook, BlipTV, other video sites on a case by case basis under the direction of the Administrative Services Department, if there are needs that cannot be met using City of Tumwater resources.
- 2) When using external sites, comment features should be deactivated. All registration with external sites will be done by the Administrative Services Department.
- 3) For purposes of recordkeeping, videos posted on external sites must be copied and kept by the City.

16.04 City of Tumwater Standards for Using Twitter

16.04.01 Purpose: Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to the City's website or television station. These standards should be used in conjunction with the City's Social Media Use Policy.

16.04.02 Guidelines for Use of Twitter

- 1) Any department using Twitter is limited to one account. Access to the account will be subject to the approval of the Department Manager. Usernames and passwords shall be reported to the webmaster.
- 2) The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure (RCW 42.56). If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.
- 3) Twitter usernames shall begin with "Tumwater" (e.g. TumwaterPD, TumwaterFire and Tumwater Golf Course). In cases where the username is too many characters, begin with "TUM" (TumCommunityDevelopment).

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.04 City of Tumwater Standards for Using Twitter

- 4) Department Twitter account backgrounds will share a standardized City of Tumwater logo provided by the City webmaster.
- 5) Twitter accounts shall serve three primary purposes: (i) get emergency information out quickly; (ii) promote City-sponsored events; and (iii) refer followers to content on the City's website or television station.
- 6) Information posted on Twitter shall conform to the City's policies and procedures. Tweets shall be relevant, timely and informative.
- 7) Twitter content shall mirror information presented elsewhere by the City with other information dissemination mechanisms. Personnel shall ensure that information is posted correctly the first time because Twitter does not allow for content editing.

16.04.03 Recordkeeping and Twitter

- 1) The Administrative Services Department shall be responsible for archiving Twitter posts.
- 2) Each department using Twitter shall designate one person to be responsive to those constituents who communicate via Twitter's @reply or direct message functions. Communication with followers will be timely and consistent with existing protocols. The department will maintain an electronic record or printout on a quarterly basis a record of the list of followers and @reply messages for purposes of public records retention.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.05 City of Tumwater Standards for Using Facebook

16.05.01 Purpose: Facebook is a social networking site that is growing in popularity particularly among the 35 to 54-year-old age group. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department Web sites and to inform more people about City activities. These standards should be used in conjunction with the social media use policy and video posting policy. As Facebook changes these standards may be updated as needed.

16.05.02 Establishing a Page on Facebook: When a department determines it has a business need for a Facebook account, it will submit a request to the City Administrator. If approved, the City webmaster will create the boilerplate business page for the requesting department. City forms are not to be added to a Facebook site without approval of the City webmaster. Format and graphics must be consistent with City practices.

16.05.03 Content Guidelines

16.05.03.01 Types of Pages

- (a) The City will create “pages” and not “groups.” Pages offer greater visibility, customization and measurability. Community pages will be accepted unless there is a copyright / trademark limitation.
- (b) For “type” description, always choose “government.”

16.05.03.02 Boilerplate

- (a) The City webmaster will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.05 City of Tumwater Standards for Using Facebook

- (b) Departments will include a mission and/or department boilerplate on the Wall Page and send users first to the Wall to connect them to the freshest content. Currently this boilerplate will be created using the FBML static page application. A City boilerplate sentence should follow the department/program description:

(Insert department) is a department of the City of Tumwater, www.ci.tumwater.wa.us. This site is intended to serve as a mechanism for communication between the public and [department] on the listed topics. Any comments submitted to this page and its list of fans are public records subject to disclosure pursuant to RCW 42.56. Public disclosure requests must be directed to the (insert department) public disclosure officer.

- (c) If comments are turned on, the Wall page should include a Comment Policy Box with the following disclaimer:

Comments posted to this page will be monitored. Under the City policy, the City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.05 City of Tumwater Standards for Using Facebook

16.05.03.03 Link to the City

- (a) A link to www.ci.tumwater.wa.us will be included on the Facebook page.
- (b) City department and project pages should be page favorites of other City Facebook pages.

16.05.03.04 Page naming

- (a) Page name should be descriptive of the department.
- (b) Departments will choose carefully with consideration for abbreviations, slang iterations, etc.
- (c) The City webmaster will approve proposed names.

16.05.03.05 Page administrators

- (a) A successful page requires "babysitting." The department is responsible for monitoring the Facebook page. Posts should be approved by a designated employee within the department.
- (b) The department is responsible for making sure content is not stale. Each department will designate a primary caretaker and a backup person for this role.

16.05.03.06 Comments and Discussion Boards

- (a) Comments to the Wall will be allowed but may be turned off by request of the department and approval from the City Administrator. Discussion Boards should be turned off.

16.05.03.07 Style

- (a) City Facebook pages will be based on a template that includes consistent City branding. The City Webmaster will provide departments with the template.

CITY OF TUMWATER
POLICY MANUAL - PART 2: OPERATING POLICIES

SECTION 16
SOCIAL MEDIA USE

16.05 City of Tumwater Standards for Using Facebook

- (b) Departments will use proper grammar and standard Associated Press (AP) style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

16.05.03.08 Applications

- (a) There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
- (b) An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Administrative Services Department.
- (c) An application may be removed at any time if there is significant reason to think it is causing a security breach, spreading viruses or for any other reason determined by the Administrative Services Department.

16.05.03.09 Archiving Issues

- (a) Each Facebook page will be set up in conjunction with a City e-mail account, which will archive the business content that can send updates via email.
- (b) Content that cannot be retrieved from Facebook via the API and needs to be retained as a record needs to be printed and maintained according to the records retention policy.