RESOLUTION NO. 17-0366

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EDGEWOOD, WASHINGTON, AMENDING THE CITY'S PERSONNEL MANUAL ADOPTED ON MAY 27, 2014 AND ADDING A NEW SECTION 2.(L) ENTITLED SOCIAL MEDIA POLICY

WHEREAS, the City of Edgewood approved Resolution No. 96-09 on March 14, 1996 adopting a Personnel Manual; and

WHEREAS, the City Council last amended the Personnel Manual by approval of Resolution No. 14-0313 on May 27, 2014; and

WHEREAS, the City Council now wishes to amend this Personnel Manual by adding a new section 2(L) entitled “Social Media Policy”; and

WHEREAS, the use of social media by the City of Edgewood will further the goals and missions of the City and to provide information online; and

WHEREAS, the public seeks information about the community through Social Media Sites, and Social Media Sites provide an informative way of relaying information to the City of Edgewood Citizens and surrounding Neighbors about emergencies, local events, proposed resolutions, ordinances and another information available; and

WHEREAS, it is in the best interest of the City to have a Social Media Policy in place to allow designated employees of the City of Edgewood the ability to post information on said Social Media Sites and allow commentary from the community;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF EDGEWOOD, WASHINGTON, HEREBY RESOLVES AS FOLLOWS:

Section 1. The Social Media Policy attached hereto as Exhibit A is hereby adopted as part of the City of Edgewood Personnel Manual, as Section 2. (L) - Social Media Policy and is applicable to all City of Edgewood employees.

Section 2. Effective Date. This resolution will take effect immediately upon passage by the City Council.

ADOPTED THIS 25TH DAY OF APRIL, 2017

Daryl Eidinger, Mayor

ATTEST:

Rachel Pitzel, City Clerk
CITY OF EDGWOOD
POLICIES AND PROCEDURES

TITLE: Social Media Policy
POLICY MANUAL SECTION & NO. Section 2 (L)
APPROVED BY
REVISES OR SUPERSEDES New Content
EFFECTIVE DATE:

1. **Purpose:** The purpose of this policy is to establish rules and expectations for the appropriate use of social media by City of Edgewood employees, whether the use is personal, or work-related.

2. **Applicability:** This policy applies to all users of City of Edgewood communications and computing resources on the City’s behalf. The City Clerk along with the Communications Coordinator (herein after referred to as “Coordinators”) will be given access to the City’s Social Media sites (Facebook, Twitter and the City website) by the Mayor only after this policy has been reviewed and signed. Coordinators may access City social media sites from City computers or City devices and only post content. The Mayor will review and approve all content before it has been posted.

3. **Background:** The City of Edgewood encourages the use of social media technologies to enhance communication, involvement, and information exchange in support of the mission of the City of Edgewood. As the technology evolves, this document will evolve, but in general terms, this document defines guiding principles for use of these technologies by Coordinators using these resources on the City’s behalf. The use of social media technology follows the same standards of professional practice and conduct associated with everything else we do. Common sense and sound judgment help avoid the most vexing issues.

4. **Definitions:** "Social media" is an umbrella term that encompasses the various activities that integrate technology, social interaction, and content creation. Social media uses many technologies and forms, for example blogs, wikis, photo and video sharing, podcasts, social networking, and virtual worlds, whether or not associated or affiliated with the City, as well as any other form of electronic communication.

5. **Guiding Principles:**
   a) Know and follow City of Edgewood conduct guidelines, such as Chapter 2. General Policies and Procedures and Chapter 9. Employee Responsibilities and Conduct in the City of Edgewood Personnel Manual. These standards cover topics of prohibited activities such as: engaging in vulgar or abusive language, personal attacks of any
kind, or offensive terms targeting individuals or groups; endorsement of commercial products, services, or entities; endorsement of or opposition to political parties, candidates, groups or ballot initiatives; lobbying members of the legislature using City of Edgewood or any other appropriated resource.

b) When you are representing the City of Edgewood in an official capacity, the City of Edgewood is responsible for the content you publish on blogs, wikis or any other form of user-generated media. Assume your communications are in the public domain, available for publishing or discussion in all forms of media.

c) If you publish content to any website outside of City of Edgewood’s official online presence (this may include City of Edgewood websites as well as City of Edgewood’s official presence on third party sites) and it has something to do with subjects associated with City of Edgewood, consider a disclaimer such as this: "The postings are my own and do not necessarily represent City of Edgewood’s positions, strategies or opinions." Never use or reference your formal position when writing in a non-official capacity.

d) Those with leadership responsibilities, by virtue of their position, must consider whether personal thoughts they publish, even in clearly personal venues, may be misunderstood as expressing City of Edgewood positions. They should assume that their team and those outside the City of Edgewood will read what is written. A public blog is not the place to communicate the City of Edgewood policies to the City of Edgewood employees. Assume your thoughts are in the public domain and can be published or discussed in all forms of media. Presume you have no expectation of privacy.

e) Respect copyright, fair use and financial disclosure laws. Always protect sensitive information, such as protected acquisition and personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or internal to the City of Edgewood unless given permission by management.

f) Be aware of your City of Edgewood association in online social networks. If you identify yourself as a City of Edgewood employee or have a public facing position for which your City of Edgewood association is known to the general public, ensure your profile and related content (even if it is of a personal and not an official nature) is consistent with how you wish to present yourself as a City of Edgewood professional, appropriate with the public trust associated with your position, and conforms to existing standards, as referenced in the City of Edgewood Personnel Policy. Presume you have no expectation of privacy.

g) Remain focused on customers, existing commitments, and achieving City of Edgewood’s mission. Your use of social media tools should never interfere with your primary duties.

h) Employees are to refrain from taking action via social media that is intended, or would reasonably be expected, to negatively affect the City, its reputation, services, management or employees. These disparaging or derogatory actions include but are not limited to, inappropriate or offensive postings or comments (for example, postings that include discriminatory remarks, harassment, language that could contribute to a hostile work environment on the basis of race, gender, disability, religion or any other status protected by law or city policy, or harm or disgrace the City’s or an employee’s reputation).
Keep in mind that while you are an employee, your words and actions reflect upon the City, but at no point should you purport to speak for the City. Do not make statements or comments claiming to represent the City or City positions unless you have prior written authorization from the Mayor.

6. City Use of Social Media:
   All of the City’s social media shall clearly indicate it is maintained by the City, have the City logo and contact information prominently displayed, and be linked to this Social Media Policy. It will also contain the following language:

   The City of Edgewood, Washington is a municipal corporation of the State of Washington. This site is intended to serve as a mechanism for communication between the public and the City on the listed topics related to the City’s municipal government services. The opinions expressed by visitors to this site do not reflect the opinions of the City. Any comments submitted to this site and any lists of users or links are public records subject to disclosure pursuant to RCW 42.56. Users recognize that there is no expectation of privacy in the use of the City’s Social Media and users are cautioned to never disclose private or confidential information on this site.

   Communications made on this site do not constitute official notice to the City or any City personnel. Public Record Act requests may not be made on this site and must be submitted to the City’s Public Records Officer consistent with the City’s Public Records Policy.

   The City is not responsible for the content that appears on outside links and provides links as a convenience only.

   All information and materials generated by the City and provided on City Social Media pages are the property of the City. The City retains copyright on all text, graphic images and other content that was produced by the City and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Please include a credit line reading: “Courtesy of City of Edgewood, Washington.”

   Commercial use of text, City logos, photos and other graphics are prohibited without the express written permission of the City. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If you are a copyright holder and you feel that the City did not use an appropriate credit line please notify the City’s Communications Coordinator with detailed information about the circumstances, so that the copyright information can be added or the material in question can be removed.

   In addition, all City social media will contain the following Public Use Guidelines (or a link to these Public Use Guidelines):
a) Any individual accessing, using, posting or commenting on this site accepts without limitation or qualification, the City’s Social Media Policy including but not limited to these Public Use Guidelines. The City retains the right to modify its Policies without notice and any such modification shall be effective immediately. Users of City Social Media further recognize that such use is governed by the terms of service and privacy policies of the underlying social media service provider.

b) Any individual accessing, using, posting or commenting on this site recognizes that Social Media use is not private and that the City is subject to the Washington State Public Records Act (chapter 42.56 RCW).

c) The City’s Social Media constitutes a limited public forum. The City monitors this site on a regular basis and reserves the right to restrict or remove any content that is deemed in violation of the City’s social media policy, these Public Use Guidelines or any applicable law. Public posts, comments or links that contain any of the following forms of content shall not be allowed:

- Comments not topically related to the particular post being commented upon.
- Uses for the purpose of assisting a campaign for election of a person to an office or for the promotion of or opposition to a ballot proposition. Such a use of City Social Media is specifically prohibited by this Policy and RCW 42.17A.555, subject to the exceptions stated therein.
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations.
- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Obscene or sexual content or links to obscene or sexual content;
- Illegal activity or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Comments from children under 13 cannot be posted in order to comply with the Children’s Online Privacy Protection Act. By posting on a City social media site, users acknowledge that they are at least 13 years old. Those 12 years old or younger may e-mail the City instead;
- Content that violates a legal ownership interest of any other party; or Anonymous posts.
- Content that violates the privacy policies or terms of use of the specific social media platform being used.

Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster when available.

Social media content shall adhere to all applicable laws, regulations, and policies. Content is subject to the Washington State Public Records Act and the Department of Archives record retention requirements for social media formats and content. Any content maintained in City
social media that is related to City business, including a list of subscribers and posted communication, and all City images are public records.

7. **Personal Use of Social Media:**
   The City does not seek to censor employees who are active on social media on their own time and using their own computer resources. However, there are situations in which employees may be held accountable or disciplined for their off-duty social media activity when the activity violates City policies and rules. The following guidelines apply to employees’ personal use of social media:

1. Even when a communication occurs on personal time and/or away from work, employees should carefully distinguish between postings or comments made in their individual capacity versus their capacity as someone professionally affiliated with the City. If any confusion is reasonably likely, the employee should expressly state with a disclaimer that he/she is speaking in his individual capacity and not for or on behalf of the City.

2. Employees must adhere to the same ethical obligations that govern their other off-duty behavior. For example, confidential City information or documents must not be disclosed or discussed.

3. Employees shall not post, share or support comments or other content that negatively affects City operations or the City’s ability to serve the public such as:
   - postings that include harassment, threats of violence, or similar conduct;
   - postings that ridicule, disparage, or express bias on the basis of race, religion, gender, sexual orientation, national origin, or other legally protected class; or
   - postings that otherwise violate a law or City policy.

If you have questions about this policy, please discuss them with your supervisor.