

Administration and Personnel Policy and Procedure

Subject: **Social Media Use in Connection with Work**

Purpose

To utilize the internet as a means for residents to communicate and obtain information online and to protect the City and its employees and its citizens from harms that may result from use of City social media. The City of Sutherlin recognizes the increasing popularity and usefulness of social media as a means of reaching 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 and as outlined in this policy. The City has an overriding interest and right to decide what is “spoken” on behalf of the City, and who may speak on behalf of the City on social media sites. This policy establishes guidelines for the use of social media by City employees in connection with work.

1. All City of Sutherlin social media sites created and/or utilized by designated employees in connection with their work will be subject to approval and monitoring by Department Heads under the direction of the City Manager.
2. The City of Sutherlin website will remain the City’s primary and predominant internet presence. www.cityofsutherlin.com in addition to City’s Facebook page. The best, most appropriate City of Sutherlin uses of social media tools fall generally into two categories:
 - a. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information)
 - b. As marketing/promotional channels which increase the City’s ability to broadcast its messages to the widest possible audience.
3. Whenever possible, content posted to City of Sutherlin social media sites should contain links directing users back to the City’s official website for in-depth information, forms, document, or online services necessary to conduct City business.

Scope

Directing activities of employees in the course of their work as it pertains to City social media sites.

Procedures

All City employees are encouraged to follow City social media sites as a means of staying informed regarding activities of the City.

The City Manager will establish a ‘Social Media Team’ to create, administer, and monitor the City’s social media accounts by posting and removing public information. The ‘Social Media Team’ welcomes and encourages suggestions regarding relevant information to be considered for social media postings, as well as any improvements on how information is disseminated through this type of media.

Responsibilities

Employees: Social Media Team employees representing City of Sutherlin through social media outlets, during the course of their official duties, must conduct themselves at all times as representative of the City and must comply with all City policies and applicable laws.

Management: Department Heads and/or the City Manager will ensure oversight and approval or removal of content posted to City social media sites.

Policy

Use of social media for City business shall at all times comply with other applicable City policies and shall be limited as follows:

All employees with work duties related to or involving City social media shall conduct their work in accordance with all applicable City policies. These employees will be trained and expected to comply with all applicable laws. Only these designated or assigned City employees are permitted to use social media to conduct City business.

All City social media sites will use authorized City contact information for account set-up, monitoring and access. Employees are not permitted to use personal e-mail accounts, phone numbers or other personal contact information for setting up, monitoring, or assessing a social media site for City business, other than what is required by the social media platform that is being used.

Content posted to City social media sites is limited to City-sponsored or City-endorsed information, programs, services, and events. Content may include, but is not limited to, written information, photographs, videos, and hyperlinks. Comments are allowed but must be monitored under and comply with the City of Sutherlin policy Prohibited Content Policy.

While conducting City business, City employees are not permitted to express personal views or concerns through posting on any of the City's social media sites. Posting on any social media site by an employee, while conducting City business, must only reflect the views, policies, and positions of the City as outlined and specifically designated by the City.

Employees may not post or publish content that would violate copyright laws. To avoid copyright infringement, employees may only post or upload content developed or owned by the City. If copyrighted materials are used employees must maintain physical records of copyright licenses and honor any branding or labeling requirements specified in the copyright license. Any content that is considered public domain will not apply.

Public Records and Disclosure Policy

Use of social media for City business is subject to the Oregon Public Records and Meetings Laws under ORS 192.410 et seq and 192.610, respectively. Because of this, the following provisions apply to the use of social media for City business:

- a. Social media should be used for **information distribution only**. Comments from the public regarding City posts will be permitted on any of the City's social media sites. Posts directly to the City's "wall" from the public will not be allowed. Comments from the public that are deemed as derogatory, inappropriate, or otherwise prohibited by this policy will be deleted. 'Team' members are not permitted to engage in any instant messaging dialogue or online "chat" discussions with visitors to the City social media sites. Visitors with questions and/or requests for additional information will be directed to the City's official website to contact the City by: email, telephone mail, or other means.

- b. Files of all information posted on social media websites in the course of conducting City business must be retained by the City in accordance with Oregon Public Records Law.
- c. Public Records requests for information posted on the City's social media websites shall be directed to the City Recorder.
- d. City social media sites will be managed consistent with Oregon Open Meetings Law. Members of the City Council, City boards, commissions, or committees are not permitted to respond to any published posting or use any social media site or any form of electronic communication to respond, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body in violation of the Oregon Public Meetings Law.

Prohibited Content Policy

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 the City and members of the public. City of Sutherlin social media content containing any of the following 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 content;
4. Content that promotes, fosters, or perpetuates discrimination on 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.

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.

The City's social media policy will be displayed to users or made available by hyperlink at the social media site.

Social Media Standards

The following social-media tools have been approved for use by the City of Sutherlin

- Video/Photos
- Facebook (see Facebook Standard)

General

All City social media sites will adhere to applicable federal, state, local regulations and policies. Furthermore, all City social media sites will comply with usage rules and regulations required by the site provider/vendor, including privacy policies.

The City reserves the right to terminate any City social media site at any time without notice.

Disclaimer:

This site is created by the City of Sutherlin

The City of Sutherlin mission is "To Become the Premier Community of Douglas County"

This site is intended to service as a mechanism for communication between the public and the City of Sutherlin.

A posted comment is the opinion of the poster only and does not imply endorsement or agreement by the City, its elected officials, or employees.

The City reserves the right to remove comments or postings that violate any applicable laws or the City of Sutherlin – Social Media policies. Policy located at www.cityofsutherlin.com under document center.

Postings on this site are Public Records of the City of Sutherlin and may be subject to disclosure under the Oregon Public Records Law. The City does not endorse nor sponsor any advertising posted by the Social Media host on the City's Site; the Social Media is a private Site and the privacy terms of that Site apply. The City does not guarantee reliability and accuracy of any third-party links, the City reserves the right to remove any conversation which is prohibited by the City of Sutherlin – Social Media Terms of Use, Prohibited Content Policy.

By commenting on the City's page, users agree not to misrepresent their identity or affiliation or post libelous/defamatory content. Users who repeatedly violate this policy may be prohibited.

Submission of a comment constitutes acceptance of this policy, which may be revised at any time. By posting a comment, the user agrees to indemnify the City, its officers, and employees from and against all liabilities, judgments, damages, and cost (including attorney fees) arising out of or are related to the posted comment.