

City of University Place Social Media Use Policy

Purpose

To provide additional options in the ways we communicate with citizens and how they obtain information online as well as the need for marketing and/or communication alternatives, City of University Place 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 University Place 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.

General

1. All City of University Place social media sites posted by departments will be subject to approval by the City Manager.
2. The City of University Place website will remain the City's primary and predominant internet presence.
 - a. The best, most appropriate City of University Place uses of social media tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - ii. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
 - b. Wherever possible, content posted to City of University Place social media sites will also be available on the City's main website.
 - c. Wherever possible, content posted to City of University Place social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of University Place.
3. As is the case for City of University Place's website, departmental staff will be responsible for the content and upkeep of any social media sites their department may create.
4. Wherever possible, all City of University Place social media sites shall comply with all appropriate City of University Place policies and standards, including but not limited to:
 - a. Limited Public Forums Policy 05.06
 - b. Information/Communication Systems/Reporting Policy 06.07
5. City of University Place 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 public records on social media. 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 University Place [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.
6. Washington state law and relevant City of University Place 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 University Place [Twitter](#) and [Facebook](#) standards.
7. 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 University Place social media site content containing any of the following forms of content shall not be allowed:
 - a. Comments not topically related to the particular social medium article being commented upon;
 - b. Comments in support of or opposition to political campaigns or ballot measures;
 - c. Profane language or content;

- d. 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;
- e. Sexual content or links to sexual content;
- f. Solicitations of commerce;
- g. Conduct or encouragement of illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems; or
- i. 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 University Place [Twitter](#) and [Facebook](#) standards).

8. 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.
9. All new social media tools proposed for City use will be approved by the City Manager.
10. Administration of City of University Place social media sites.
 - a. The Communications/I.T. Division will maintain a list of social media tools which are approved for use by City departments and staff.
 - b. The Communications/I.T. Division will maintain a list of all City of University Place social media sites, including login and password information. Departmental Web Team representatives will inform the Communications/I.T. Division of any new social media sites or administrative changes to existing sites.
 - c. The City must be able to immediately edit or remove content from social media sites.
11. For each social media tool approved for use by the City, a Social Media Standard will be developed and adopted.

Social Media Standards

The following social media tools have been approved for use by the City of University Place:

- Facebook - [Facebook Standard](#)
- Twitter – [Twitter Standard](#)

June 2, 2015 – Amended
November 5, 2010 – Original

City of University Place Twitter Standard

Purpose

Twitter is a social networking site. Businesses and governments have joined individuals in using Twitter to promote activities, programs, projects and events in a time-sensitive and, in some cases, emergent manner. This standard is designed to establish basic guidelines and instructions for City staff. These standards should be used in conjunction with the City's social media use policy. These standards may be updated as needed.

Twitter Guidelines

Setting up Twitter

1. Identity
 - a. The Communications/I.T. Division will create, standardize and set up the Twitter site, to include providing the Twitter site's image, which will consist of the City's logo.
2. Contributors
 - a. The Communications/I.T. Division will determine which staff members will contribute to the City's Twitter site. City contributors are subject to the "City of University Place Computer and Network Usage Policy."
3. External/Comment policy
 - a. Twitter allows comments, therefore, the Twitter site must link to the City's social media policy, "City of University Place Social Media Policy."

Posting to Twitter

1. Frequency
 - a. The Communications/I.T. Division will determine the frequency of tweets to the City's Twitter site.
2. Content
 - a. All content must be approved by the Communications/I.T. Division.
 - b. Unless otherwise approved by the Communications/I.T. Division, content tweeted from the City's Twitter site should be a secondary copy of information that is posted either on the City website or contained in an electronic record or hard copy.
 - c. Whenever possible, content tweeted from the City's Twitter site should contain links directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of University Place.
 - d. City staff shall maintain accurate City information on Twitter by frequently reviewing and updating it as necessary and appropriate. City staff shall ensure that information is tweeted correctly the first time because Twitter does not allow for content editing.
 - e. Other than to informally communicate with the public, City staff are prohibited from conducting official City business, disclosing any information via Twitter that may be confidential or may otherwise compromise the City, or misrepresenting the City in any capacity.
 - f. The City reserves the right to restrict or remove any content that is deemed in violation of this Twitter standard, the social media policy or any other applicable law, rule or regulation. See the "City of University Place Social Media Policy" for content guidelines.
3. Engaging with the Public
 - a. Tweets made on behalf of the City of University Place shall have a professional and respectful tone. Communication with followers shall be timely.
 - b. Departments will use proper grammar and standard AP style as much as possible, recognizing that jargon and abbreviations may be necessary to meet the 140-character limit. Twitter is more casual than most other communication tools but still represents the City at all times.
 - c. In all appropriate cases, credit should be given to the original source. In some cases written permission is required before posting. If in doubt, either check with the Public Information Officer first or do not post. Copyright holders may notify the Public Information Officer to correct credit information or have the material removed.
 - d. Inappropriate use of Twitter can be grounds for corrective action, including disciplinary action.
4. Council Members and the Open Public Meetings Act
 - a. Council Members shall not comment or otherwise communicate on the City's social media sites; participation in online discussions may constitute a meeting under the Open Public Meetings Act. Please see the "City of University Place Social Media Policy" for public records information.

5. External Website Links

- a. The links to outside web pages or Twitter sites that are not under the control of the City of University Place may direct visitors to locations containing information that some people may find offensive or inappropriate. The City of University Place makes no representations concerning any endeavor to review the content of external web pages or Twitter sites and is not responsible for the accuracy, copyright compliance, legality or decency of material contained in these locations.
- b. Links or references to other information or organizations are provided for convenience and do not constitute an endorsement.
- c. Twitter has its own privacy policy. Please refer to it for more information, as the visitor is subject to the privacy policy and conditions of the Twitter site.

Monitoring and Responding to Comments

1. Unless the comment can be responded to in one sentence or less, respond with a name and phone number and/or a City website link for more information.
2. Keep the answers friendly and upbeat, and thank the commenter whenever appropriate.
3. If the comment is prohibited by the City's social media policy, remove the comment (see the "City of University Place Social Media Policy" for content guidelines). For further guidance in responding to comments, contact the Public Information Officer.
4. Refer all public information requests or media inquiries to the Public Information Officer or the appropriate City contact.

Emergency Communications and Citywide Messaging

1. Twitter may be used in the case of an emergency or a natural disaster. The tweet should contain at a minimum the following message: "For emergency updates, go to www.CityofUP.com or call 253.566.5656."

Archive

1. An archive of content and activity on the City's Twitter account is maintained by the Communications/I.T. Division using a cloud-based application called SMARSH.

City of University Place Facebook Standard

Purpose

Facebook is a social networking site and 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 the City's website at www.CityofUP.com and to inform more people about City activities. These standards should be used in conjunction with the City's social media use policy. As Facebook changes these standards may be updated as needed.

Establishing a page

When a department determines it has a business need for a Facebook account, it will submit a request to the City Manager. Once approved, the Communications/I.T. Division will create the boilerplate business page for the department. Applications are not to be added to a city Facebook site without approval by the City Manager. All City-provided branding images must meet City branding standards.

Content

1. Type of 'pages'
 - a. The City will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability.
 - b. For 'type' description, choose 'government.'
2. Boilerplate
 - a. The Communications/I.T. Division will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.
 - 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 University Place, www.CityofUP.com. This site is intended to serve as a mechanism for communication to the public on the listed topics. Any content 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 City Clerk.
3. Link to the City
 - a. A link to www.CityofUP.com will be included on the Info page.
 - b. City department and project pages should be page favorites of other City Facebook pages.
4. 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 Manager will approve proposed names.
5. Page administrators
 - a. A successful page requires "babysitting." The department Web Team representative is responsible for monitoring the Facebook page. Posts should be approved by the Communications/I.T. Division or a designated alternate.
 - b. The department Web Team representative is responsible for making sure content is not stale. Department will designate a back-up administrator in the Web Team representative's absence.
6. Comments and Discussion Boards
 - a. This page is not a general public forum. Comments on any post must clearly and directly pertain to the specific Parks and Receptions program, initiative, or activity described in the particular post. Profanity, criticism of individual persons, or political comments promoting or opposing any ballot measure or candidate are prohibited. Any comments which, in the sole determination of the City, do not meet the preceding criteria will be removed.
7. Style
 - a. City Facebook pages will be based on a template that includes consistent City branding. The Communications/I.T. Division will provide departments with the template.

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

8. Applications

1. 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.
2. 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 Communications/I.T. Division.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

Archive

- Each Facebook page will be set up in conjunction with a dedicated City e-mail account, which will archive the business content that can send updates via email.
- 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.