

## RESOLUTION NO. 1116

### *A Resolution Establishing a Social Media Policy*

WHEREAS; it is the City's desire to establish a City-wide social media policy for the City's efforts to increase transparency and communication with residents; and

WHEREAS; It is the City's desire to efficiently and effectively manage social media platforms utilized by authorized City staff ensure dissemination of appropriate information;

WHEREAS; Creation of this policy is a way for the City to ensure appropriate, consistent messaging across social media platforms utilized by the City.

NOW, THEREFORE, BE IT RESOLVED by the City Council for the City of Gladstone, as follows:

#### Section 1. Social Media Policy:

The City of Gladstone has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0, Twitter, etc.) use by other local, state and federal government entities as an indication that social media can be used effectively to enhance resident communications. The use of social media presents opportunity and risk to individual City departments, as well as the City. In general, the City supports the use of social media technology to enhance communication, collaboration and information exchange to meet City strategic objectives and goals. This policy establishes citywide social media use protocols and procedures intended to mitigate associated risks from use of this technology where possible. In the event the City changes its direction on social media use, this policy will be revised and City social media activity will be adjusted accordingly.

#### Section 2. Social Media Policy Procedures

- a. **City Social Media Use-** Establish and utilize social media in accordance with the City's Approved Social Media Networks.
- b. **Access to Social Media Networks-** City of Gladstone computers, laptops and mobile devices used to access social media sites will have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.
- c. **Authorized Use-** Only the City Administrator, City of Gladstone Social Media Coordinator, Public Information Officers and select individuals will have permission to create, publish or comment on behalf of a City or individual City Department.

- d. **Site Content-** Users and visitors to City social media accounts/Web 2.0 sites will 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 social media accounts/Web 2.0 site articles and comments containing any of the following forms of content will 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 the basis of membership in a protected class; 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; 9. Prohibited Links 10. Candidate sites or sites advocating a position on City or other ballot issues. 11. Corporate commercial sites. However, non-profit organizations with information on the City's Web site may include links to member or sponsor organizations. 12. Individual personal home pages.

Section 3. This Resolution shall become effective immediately upon its adoption.

ADOPTED this 8<sup>th</sup> day of August, 2017.

ATTEST:

  
Tamara Stempel, Mayor

  
Tami Bannick, Acting City Recorder



# CITY OF GLADSTONE

## SOCIAL MEDIA POLICY AND PROCEDURE

2017

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### I. PURPOSE

- a. The City of Gladstone has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0) use by other local, state and federal government entities as an indication that social media can be used effectively to enhance resident communications. The use of social media presents opportunity and risk to individual City departments, as well as the City. In general, the City supports the use of social media technology to enhance communication, collaboration and information exchange to meet City strategic objectives and goals. This document establishes citywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. In the event the City changes its direction on social media use, this policy will be revised and City social media activity shall be adjusted accordingly.

### II. APPLICABILITY

- a. This policy is applicable to all City departments, offices, and agencies. The City endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster improved resident communication. However, their application must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to City of Gladstone employees in the performance of their assigned duties apply to employee social media technology use.

### III. DEFINITION

- a. **Social Media-** The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Simple Syndication (RSS) and more. Not all forms of social media may be appropriate for use by City

departments. This definition also encompasses social media technology/platforms that have yet to be developed.

- b. **Web 2.0-** A term used to describe blogs, wikis, social networking sites, and other Internet based services that emphasize collaboration and sharing, rather than less interactive publishing (Web 1.0). It is associated with the idea of the Internet as platform.
- c. **Approved City Social Networking Sites-** Refers to social networks that the City Administration has assessed and approved for use by City departments.
- d. **Post-**An administrator submitted message/blog in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.
- e. **Comment-** A user submitted response to an administrator post.
- f. **Blog-** (an abridgment of the term web log) is a City of Gladstone Web site with regular entries of commentary, descriptions of events, or other material such as graphics or video.
- g. **Blog Article-** An original posting of content to a City of Gladstone blog site by a blog author.
- h. **Blogger-** A City of Gladstone official or member of the public who submits a comment for posting in response to the content of a blog article.
- i. **Admin-** City personnel official who reviews, authorizes and allows content submitted by City of Gladstone blog authors and public commenters to be posted to a City of Gladstone blog site and other social media accounts.

#### IV. RESPONSIBILITY

- a. The City Administrator, his/her designee, is responsible for facilitating the City of Gladstone's Social Media Policy. This includes responsibility to audit agency/department use of social media and enforce policy compliance. Within the terms of this policy, Department Heads have authority to determine and establish social media activity at the department program level.
- b. Social Media Coordinator- The Social Media Coordinator is appointed by the City Administrator, his/her designee, with authority to use social media on behalf of the City of Gladstone and responsibility to ensure the appropriateness of content.

#### V. POLICY

- a. City of Gladstone and City department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.
- b. Access to social media networks from within the City of Gladstone's IT infrastructure is limited to individuals performing official City business and to departments with sufficient information and technology security controls.
- c. Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the department, and for designating appropriate access levels.
- d. Departments shall only utilize City approved social media networks for hosting official City social media sites. City department social media sites shall be created

and maintained in accordance with City social network usage standards and with identifiable characteristics of an official City site.

- e. City of Gladstone social media sites are subject to Oregon 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 City will responsibly maintain the social media accounts, 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. 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 of Gladstone.

## VI. PROCEDURES

- a. **City Social Media Use-** Establish and utilize social media in accordance with the City's Approved Social Media Networks.
- b. **Access to Social Media Networks-** City of Gladstone computers, laptops and mobile devices used to access social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.
- c. **Authorized Use-** Only the City Administrator, City of Gladstone Social Media Coordinator, Public Information Officers and select individuals shall have permission to create, publish or comment on behalf of a City Department.
- d. **Site Content-** Users and visitors to City social media accounts/Web 2.0 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 social media accounts/Web 2.0 site articles and comments 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 membership in a protected class; **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; **I.** Prohibited Links **J.** Candidate sites or sites advocating a position on City or other ballot issues. **K.** Corporate commercial sites. However, non-profit organizations with information on the City's Web site may include links to member or sponsor organizations. **L.** Individual personal home pages.

## VII. GUIDELINES

- a. Acceptable use of digital equipment, Internet, and City of Gladstone social media accounts/Web 2.0:

- b. City owned digital equipment, access to the Internet, and City provided applications may not be used for purposes prohibited by City of Gladstone policies, State or Federal law, including (this list is not necessarily inclusive) conducting private business; political campaigning; announcing union membership meetings or conducting other exclusively union business; sharing or storing unlicensed software or audio/video files; or any illegal or inappropriate usage.
- c. Digital equipment and all applications must be authorized and installed by appropriate personnel or designee in each City department. Only software or hardware that meets the City's defined standards will be installed unless an exception has been documented in writing. This includes but is not limited to applications specifically designed to communicate electronically.
- d. Use of video, audio, image storage, etc. can put a strain on the available resources of the City's networks and bandwidth. Users shall work through Department heads and the Information Technology staff to establish the resource and bandwidth requirements of any new applications or systems prior to use.
- e. Use of Internet resources of any kind for which there is a fee, whether accessed via the Internet, email or other applications, must not be accessed or downloaded without prior approval from a supervisor.
- f. Use of any City of Gladstone social media accounts/Web 2.0 resources must be consistent with applicable records retention requirements and does not imply privacy.
- g. Any attempts to avoid detection of Internet activities in conflict with these guidelines is prohibited.
- h. City of Gladstone social media accounts/Web 2.0 Use Policy and guidelines will be displayed to users or made available by hyperlink.
- i. The City reserves the right to restrict or remove any content that is deemed in violation of the City of Gladstone social media accounts/Web 2.0 policy or any applicable law.
- j. The City will approach the use of City of Gladstone social media accounts/Web 2.0 tools as consistently as possible, organization wide.

## VIII. RELATED REFERENCES

- a. State of Oregon Administrative Rules.
- b. State of Oregon Records Retention Rules.
- c. League of Oregon Cities-City Handbook. Ch.7 WORKING WITH THE PUBLIC. SEC. 7.1-7.9.
- d. City of Gladstone Personnel Handbook. 16.0 Pgs.64-67.