



USE OF SOCIAL MEDIA POLICY & PROCEDURES

1. Purpose

The purpose of this policy is to establish City of Woodburn's policy and guidelines for the use of social media platforms on behalf of the City.

The City expects the use of social media to be representative of the City's values and goals. Social media must be used thoughtfully and in a manner that minimizes risk to the department, employees, volunteers, contractors, agents and citizens. Information is expected to be reliable and accurate from citable, official sources. Use will not compromise the privacy of individuals, or proprietary information such as network IP addresses or computer passwords. This policy applies to the work of the City, but may also apply to personal use of social media that may impact work.

2. Scope

This policy covers all employees, including seasonal, temporary, volunteers, and interns, and other authorized users such as contractors, consultants, and vendors ("users").

To the extent any applicable collective bargaining agreement differs from the conduct and procedures set forth in this policy, employees represented by that bargaining unit will be subject to the terms set forth in that agreement. To the extent that police department specific policies differ from the conduct and procedures set forth in this policy, employees who work at the police department (both sworn and nonsworn) will be subject to the terms set forth by their department policies.

This policy shall not be applied to prohibit or infringe upon an employee's privileged or protected speech.

3. Definitions:

Social Media: Social media includes various online technology tools that enable people to communicate easily via the internet to share information and resources.

Social Media Account Administrator: City employee who has been assigned management responsibility over the content of a City owned social media account.

Social Media Tools: Commonly used social media tools such as Facebook®, Instagram®, Google+, Twitter®, Skype™, YouTube®, LinkedIn® and various mobile applications are important outreach and communication tools. These tools can encompass audio, video, images, podcasts, and other multimedia communications. When used properly, social media can facilitate networking and relationships between people, encourage new ideas, and convey information.

Social media accounts may be used to engage the public in conversations about City departments, programs, or to promote events. As part of daily work, social media may be used for research and investigation helping City staff stay in touch with populations they serve. Social media can also be used for education, training and job and volunteer recruitment.

Personally Identifiable Information: Information which can be used to distinguish or trace an individual's identity, such as their name, social security number, biometric records, etc. alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc.

4. Policy

It is City of Woodburn's policy that the City's social media platforms be used responsibly, professionally, ethically and lawfully. City departments may develop more restrictive work rules based on the operational needs of the particular department.

5. Public Facing Use of Social Media

The City's Public Affairs and Communications Manager manages the public-facing use of social media, including facilitating public comments, and training Social Media Account Administrators on the City's Social Media Policy, content management, record retention rules, and issue identification.

For platforms, such as Facebook, that require a public-facing account to use it appropriately, both department directors and the Public Affairs and Communications Manager are responsible for the management of program-related social media content. Authorization from the Public Affairs and Communications Manager is required prior to creating new City accounts.

Some departments may manage program-related use for activities such as research, investigations, and peer or professional collaboration that do not require the creation of a public-facing account.

6. Responsibilities

The Public Affairs and Communications Manager is responsible for reviewing the intended purpose and content of City's social media sites and managing the tracking of accounts. The Public Affairs and Communications Manager will maintain a current list of public-facing social media accounts and the authorized Social Media Account Administrators.

The Public Affairs and Communications Manager and department directors will consult with stakeholder groups regarding the use and management of social media to determine and evaluate the impact or risk to the City. Stakeholder groups include:

- A. Executive Management
- B. Social Media Account Administrators
- C. Information Technology Manager
- D. Human Resources Director

Department directors and their designees are responsible for establishing a process to edit and review content changes to ensure that the information posted is accurate, professional and up to date. A Social Media Account Administrator and at least one designated backup should be assigned to maintain the site content and settings.

Public records retention requirements apply to all information posted on social media sites. Most social media tools do not retain records according to state requirements. The City will retain an official copy of the information posted by employees and visitors. The City Recorder is responsible for maintaining records pursuant to relevant records retention schedule for the retention period in a format that preserves the integrity of the original record and is easily accessible.

Any posted original content that constitutes a City record and that is not preserved and retained elsewhere in compliance with the appropriate City retention schedule must be captured by the Social Media Account Administrator, and retained according to the appropriate schedule and media preservation requirements.

Any posted content that is a copy of a City record that exists in another location does not need to be separately preserved, provided that the original content is being retained in compliance with the appropriate City retention schedule and media preservation requirements.

7. Acceptable Use Procedures

Users must follow City policies concerning confidential information and non-discrimination and harassment.

Accounts that conceal users' identity through pseudo names or aliases are generally not allowed, except as permitted for an investigative need. Initial contact via social media email or instant messaging may be appropriate but any ongoing and continuing

conversations should be directed back to official work email or other City approved communication channel.

Special attention must be given to the privacy and security settings, terms of service and rules of conduct within the social media application. These settings are subject to frequent changes without notification. It is the Social Media Account Administrators' responsibility to review them regularly. An account password must be changed immediately whenever there is a change in Account Administrators (this includes when an employee leaves employment). Accounts must be removed or deleted when the site is no longer active. The Public Affairs and Communications Manager must be notified when a public-facing account is deactivated.

Administration of accounts must be performed on a City computer, City cell phone/tablet or through approved remote access systems (e.g. Citrix or VPN). Users shall use a City email address to join the social media account opened by the City. Using the City's email address will ensure the personal and professional communications are separated, the City can back up public conversations because of City ownership and control of the City's email address, the City can access the social media site when the employee is away from work or leaves employment with the City, and the City can determine that the site is legitimately the City's and not a rogue site generated from a private email address or user. Use of a non-City email address will require the written consent of the department director.

8. Generated Content

Users (authorized admins of each page) must consult with the Public Affairs and Communications Manager in developing messages when representing the City. Consulting is not necessary for event or activity posting. (e.g., Recreation admins posting sporting event registration, youth activities, etc.) Professional writing and style guidelines must be followed at all times.

Authorized page admins must be approved by the Public Affairs and Communications Manager. An approved list of admins will be kept and updated.

Each public-facing social media site must contain contact information to include the City's address, telephone number, email, and official websites.

If the content is open to public comment, a moderator must be assigned. The moderator is responsible for monitoring postings daily for offensive or off-topic comments.

When applicable, the City will post an acceptable use statement for visitors on its social media sites, defining appropriate content. This information must include expectations or rules of conduct for appropriate behavior and posting of comments. The following is the

approved statement as directed by the Public Affairs and Communications Manager, and should be posted to each social media outlet:

“All City of Woodburn social media sites are intended to serve as modes of communication between the public and City departments on topics related to City activities. All comments submitted to City of Woodburn social media are public records subject to disclosure pursuant to ORS 166-200-0005. By obtaining information from and interacting with the City through any approved City of Woodburn social media outlets, you agree to the City of Woodburn Social Media Policy.”

Users must correct any misinformation as soon as it is noticed. Pictures, videos, and sound recordings of citizens can only be used on social media sites that are governed by the City if a media release/consent has been obtained and necessary authorization forms have been completed.

Posting of content on social media sites shall comply with copyrights, license, contracts, intellectual property rights and laws associated with data, software programs, and other materials made available through those systems. If questions arise regarding the City’s authority to post or publish certain material, inquire or get approval through the City Attorney’s Office.

Users must be thoughtful when posting pictures and video of people. There is no expectation of privacy at a public event, but users must be aware that there could be restrictions around posts depending on the circumstance and venue. Things to consider:

- Could someone have a reasonable expectation of privacy when the photo was taken?
- Does the person know you are photographing them to post on the Internet?
- Is the image going to be used in flyers or other City promotional material?
- Do the videos, and sound recordings of citizens require a media release/consent to be obtained before posted on social media sites that are governed by the City? Be sure to follow department policy to get signed release/waiver documents and parental consent if posting photos of minors.

The City shall not discriminate against public speech based on content or viewpoint. However, the following prohibited content may be removed by the City:

- a. Comments not topically related to the particular posted 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, religion, gender, marital status, familial status, national origin, age, mental or physical

disability, sexual orientation, gender identity, source of income or other protected status under applicable law;

- e. Inappropriate sexual content or links to inappropriate sexual content;
- f. Solicitations of commerce;
- g. Conduct or encouragement of illegal activity;
- h. Private and confidential information;
- i. Information that may tend to compromise the safety or security of the public or public systems; or
- j. Content that violates a legal ownership interest of any other party.

The City shall display these guidelines to users or make them available by hyperlink that covers the social media terms of use. In addition:

- The social media terms of use indicates the City does not endorse or sponsor any advertising posted by the social media host on the City's site;
- That social media is a private site and the privacy terms of that site apply, that 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 social media terms of use.

Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available. If it's not technically feasible to remove the content, the City shall monitor the posted content and shall take all other appropriate action.

9. Creative Content Guidelines

The purpose of social media content is to recognize the value of Woodburn citizen involvement, the ideals and goals of the Woodburn City Council and the wealth of resources and information City Departments possess. City communication should not only engage its residents, showcasing the best the City has to offer, but also keep residents informed on policies, safety, entertainment, education and more. The City strives to produce a consistent message that not only supports, but also reflects the goals of the City and its Council as it serves its residents.

- **Target Audiences**
 - Woodburn residents
 - City Staff
 - City Committees and Boards
 - Local organizations
 - Business Owners
 - Media

- Visitors/Tourists
- Creative Content

Official content should consist of relevant information that educates and/or helps residents and pertains to their lives in the City. It should be timely and/or actionable, with examples including:

- Monthly “themes” spotlighting various departments and activities
 - Information about upcoming events or activities, along with deadlines
 - News/current events
 - Educational pieces on City Departments (Ex: “Woodburn Behind the Scenes” “Did You Know”)
 - City Council Goals
 - City Council Meeting Agendas
 - How to participate (Registering for classes or trips, submitting feedback, applying for vacancies on committees etc.)
 - Encouraging attendance to local events (Cultural festivals, Theater nights, Music in the Park etc.)
 - Emergency information (Police activity, Shelter-In-Place, Inclement Weather, Missing Person Alerts etc.)
- **Resources for relevant news, information and events/activities**
 - City Staff (Department Heads, Managers, Supervisors and Staff)
 - Public Affairs and Communications Manager connects with City Staff to receive timely and relevant information, as well as coordinate larger focus pieces (Feature articles on City website, informational videos, feature social media content etc.)
 - Public Affairs and Communications Manager will work with Community Relations Manager to implement appropriate communication strategies to reach diverse audiences City Council
 - Elected officials’ postings will have a disclaimer about how theirs is a guest opinion/not necessarily the views and thoughts of the City.
 - Outside entities (Woodburn School District, Woodburn Fire District, *Local Businesses, Community Groups, etc.)

*Information from non-City organizations or businesses should relate to events open to the public

- Weekly E-Blast

10. Prohibited Conduct

The following actions are prohibited while using City-owned equipment or resources or when the employee is on duty:

- a. Posting or conveying of derogatory, offensive, discriminatory, threatening, harassing or otherwise unprofessional comments.
- b. Personal solicitation of commerce.
- c. Installing or using third-party applications, games, surveys, email, or instant messaging on, or contained within, social media sites.
- d. Using aliases or fake accounts.
- e. Posting or using information that may compromise the safety or security of the public, citizens, or employees.
- f. Engaging in illegal activity.
- g. Conducting public meetings as defined by Oregon's public meeting law where deliberations or decision-making must occur in the open.

Exceptions may be granted on a case-by-case basis with written department director authorization.

11. Information Security

Access may be blocked by the Information Technology Manager to social media tools that present an unacceptable level of risk to the agency or by business decision. Users of social media must be aware of scams and viruses. Social media tools generally contain third-party content not under the control of the agency. Malicious code may be hidden in links, games, surveys, advertisements, email, and instant messaging programs. It is recommended that users do not click on or follow links to third-party content displayed on social networking pages. Additionally, the use of social media on City-owned equipment is monitored for appropriate use. Passwords used in the administration of social media sites must differ from City passwords such as network passwords.

In accordance with the City Information Technology Policy, use of social media applications such as chat windows or games provided within the social media application on work computers or electronic devices provided by the City is not allowed.

Users must not post or share confidential or personally identifying information about citizens or co-workers. Examples include, but are not limited to, names in connection with medical or financial records, social security numbers, case/account numbers, addresses, email, and phone numbers.

If hyperlinks to external sites in the social networking media content is inserted, users must not use shortened URLs or a URL shortening service (TinyURL, Bitly, Goo.gl). The entire link in the post must be displayed for security, transparency, and ease of use.

Shortened URLs are a popular method of introducing viruses and malware to unsuspecting visitors. Users should not click on a shortened URL posted at a site visited unless able to preview the actual web address that it is masking.

Users must log out of social media accounts or close browser windows when finished viewing, posting, or administering a social media site. Many social media tools automatically and continuously refresh pages every few seconds which can slow down network availability.

12. Employee's Personal Use of Social Media Affecting City Business

13. When expressing themselves as an individual about matters of public concern, employees should not imply that their personal opinion reflects the views of the City unless authorized to speak on behalf of the City. Employees' personal or private social networking may impact the workplace if comments, posts or sharing of information are threatening, harassing, or discriminatory toward co-workers, managers, vendors, and citizens. This type of activity may violate existing City policies and Oregon/federal laws.

Relationships with citizens on personal social media site may constitute a breach of privacy or violate other policy and law. Refer to the City's Ethics Policy for conflict of interest.

Personal use of social media during work time is allowed only as specified in the City's Information Technology Policy.

Some citizens may find City employees when they are engaged in social media. Employees are encouraged to periodically review privacy settings on their personal social media accounts. This will help prevent conflicts of interest and privacy or confidentiality violations.

14. References

Oregon Administrative Rules Chapter 166, Division 200 City general records retention schedule

Oregon Revised Code Chapter 192 Records, public reports and meetings

City of Woodburn HR Rules

City of Woodburn Non-discrimination policy and procedures

City of Woodburn Information Technology policy and procedures

15. Review of Policy and Procedures

This policy will be reviewed every three years or as state and federal regulations are revised and necessitate a change in the policy or procedures.

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