

**CITY OF STEVENSON
RESOLUTION NO. 2020-363
A RESOLUTION OF THE CITY OF STEVENSON
ADOPTING A SOCIAL MEDIA USE POLICY**

WHEREAS, social media sites such as Twitter, Facebook, Pinterest, LinkedIn, Instagram, Google+, among others (collectively “Social Media Sites”) are being used by a growing number of people as a way to receive up to the moment information; and

WHEREAS, the public seeks information about the community through Social Media Sites and Social Media Sites provide a very informative way of relaying information about emergencies, local events, proposed resolutions, ordinances and any other information available; and

WHEREAS, the City has created a Facebook page as part of the COVID-19 response; and

WHEREAS, the City Council finds the adoption of this resolution to be in the best interest of all the city.

NOW, THEREFORE, be it resolved that the City Council of the City of Stevenson, Washington, hereby adopts the following policies as described in Exhibit A, attached hereto and incorporated by reference, for the benefit of the city.

APPROVED AND PASSED by the City Council of the City of Stevenson, Washington at its regular meeting this 21st day of May, 2020.

Mayor of the City of Stevenson

ATTEST:

Clerk of the City of Stevenson

APPROVED AS TO FORM:

Attorney for the City of Stevenson

Exhibit A

City of Stevenson Social Media Use Policy

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Stevenson 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 Stevenson 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 Stevenson social media sites will be subject to approval by the Mayor.
2. The City of Stevenson's website www.ci.stevenson.wa.us will remain the City's primary and predominant internet presence.
 - a. The best, most appropriate City of Stevenson use 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 Stevenson social media sites will also be available on the City's main website.
 - c. Wherever possible, content posted to City of Stevenson social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Stevenson.
3. Wherever possible, all City of Stevenson social media sites shall comply with all appropriate City of Stevenson policies and standards.

Public Records Act Compliance

1. City of Stevenson 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, such as posted communication, is a public record. The Department maintaining the site is responsible for directing any public records request for public records on social media to proper channels with the Public Records Request Officer. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request.

2. Washington state law and relevant City of Stevenson records retention schedules apply to social media formats and social media content.

Open Public Meetings Act Compliance

1. Communication between Council Members via social media, as with telephone and email, may constitute a “meeting” under the Open Public Meetings Act.
2. To avoid receiving any constituent comments on quasi-judicial matters that may violate the Appearance of Fairness Doctrine, Council Members are strongly encouraged to maintain any social media accounts with settings that can restrict users’ ability to post content.

Content Guidelines

3. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for informal communication between City Staff and members of the public. City of Stevenson social media site articles and comments containing any of the following forms of content shall not be allowed:
 - a. Potentially libelous comments
 - b. Profane language or content
 - c. 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
 - d. Obscene or racist comments
 - e. Sexual content or links to sexual content
 - f. Conduct or encouragement of illegal activity
 - g. Personal attacks, harassment, insults or threatening language
 - h. Comments not meaningfully related to the particular topic presented
 - i. Repetitive posts of the same material that disrupt normal operation of the forum
 - j. Hyperlinks to material not directly related to the discussion
 - k. Information that may compromise the safety or security of the public or public systems
 - l. Content that violates a legal ownership interest of any other party
 - m. Postings of, or requests for, other participants' personal information, such as phone number, address, financial accounts, etc.
 - n. Impersonation of someone else
 - o. Commercial messages, including advertisements and solicitations and spam
 - p. Support for or opposition to political campaigns or ballot measures

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.

4. 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.