



City of Grandview Social Media Policy

Purpose

The City of Grandview will utilize existing and emerging social media, Facebook in particular, as a public service to provide information regarding city programs, services, projects, issues, events and activities. Social media is broadly defined as internet-based communications technology that serves as a gateway to convey information to a large cross section of the population.

The City Grandview encourages the use of social media, where appropriate, to share important information and to serve as an additional resource beyond the City's website. The social media accounts will not serve as a public forum to avoid violations with the OPMA (Open Public Meetings Act).

The City of Grandview has an overriding interest and expectation in deciding what is delivered on behalf of the City through social media. This policy establishes guidelines for the use of social media by City departments and elected officials.

Policy

1. Use of any and all social media by City of Grandview departments must receive prior approval from the City Clerk or designee. All information for publishing consideration shall be sent via email to the Deputy City Clerk for consideration and edit. The Deputy City Clerk will be responsible for the content and upkeep of any official social media site.
2. The City of Grandview's website (www.grandview.wa.us.) will remain the City's primary and predominant internet presence.
3. The best, most appropriate City of Grandview uses of social media tools fall generally into the category of: a communication outreach tool which increases the City's ability to provide informative messages to the widest possible audience.
4. Unless otherwise approved by the City Clerk or designee, content posted to official City of Grandview social media site will also be posted on the City's official website.
5. Whenever possible, content posted to official City of Grandview social media site will contain the link directing users back to the City's official website for in-depth information, forms, public documents, or online services necessary to conduct business with the City of Grandview.

6. Designated City staff will read and understand this policy and have a signed copy of this policy on file.

7. Any additional social media sites (other than Facebook) proposed for City use must be approved by the City Council prior to activation.

8. Use of official City of Grandview social media sites shall comply with the City of Grandview's Personnel Manual, the Grandview Municipal Code, and all applicable policies, rules, and regulations of the City of Grandview.

9. Official City of Grandview social media sites are subject to State of Washington public records laws. Any and all content maintained in a social media format that is related to City of Grandview business is a public record. Content that is published and related to City business shall be maintained in an accessible format so that it can be produced in response to a request. Whenever possible, such sites shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

10. Washington State law and relevant City of Grandview records retention schedules apply to social media formats and social media content. The City Clerk's Office 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.

11. Official City of Grandview social media sites shall include notification that the following content will not be posted on the site:

- A. Posts in support or opposition to political campaigns of any kind
- B. Profane language or content
- C. Content that promotes, fosters, or perpetuates discrimination of any kind
- D. Sexual content or links to sexual content
- E. Solicitations of commerce
- F. Conduct or encouragement of illegal activity
- G. Information that may tend to compromise the safety and/or security of the public
- H. Content that violates a legal ownership interest of any other party

Any content removed based on these restrictions must be retained, including the time and date of the posting and the identity of the poster (if available).

12. The comments and opinions expressed by users of the City's social media pages are theirs alone and do not reflect the opinions of the City of Grandview or its officers and employees.

13. City employees and/or elected officials are prohibited from disclosing any information via social media posts that may be confidential or may otherwise compromise the City.
14. Only the official City social media site may be used by City Clerk or Deputy City Clerk to conduct official City business. Inquiries from the public shall be addressed by City staff only during regular business hours and must be directly related to the original post regarding official City business.
15. City employees and/or elected officials are discouraged from using personal equipment and/or personal accounts to post information regarding official City business. All social media site posts by City employees and/or elected officials regarding official City business are subject to Washington State public disclosure laws, open meetings laws, and all other applicable laws, rules, and regulations.
16. Personal and/or private use of City equipment and/or facilities by City employees, elected officials, or others to access social media sites is prohibited.
17. This policy may be amended as necessary by approval of the City Council.
18. This policy applies to all City of Grandview departments and employees and elected officials.