

**GRANDVIEW CITY COUNCIL  
COMMITTEE-OF-THE-WHOLE  
MEETING AGENDA  
TUESDAY, FEBRUARY 28, 2017**



**COMMITTEE-OF-THE-WHOLE MEETING – 6:00 PM**

**PAGE**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENT** – At this time the public may address the Council on any topic whether on the agenda or not, except those scheduled for public hearing.
- 4. NEW BUSINESS**
  - A. Resolution authorizing the Mayor to sign a Recreational Use Permit by and between the City of Grandview and the Grandview Neptune Rotary Swim Team for the use of the swimming pool – 2017 Swim Team Program 1-6
  - B. Ordinance amending the 2017 Annual Budget 7-19
  - C. Social Media Policy 20-52
- 5. OTHER BUSINESS**
- 6. ADJOURNMENT**

**CITY OF GRANDVIEW  
AGENDA ITEM HISTORY/COMMENTARY  
COMMITTEE-OF-THE-WHOLE MEETING**

**ITEM TITLE**

**AGENDA NO.:** New Business 4 (A)

Resolution authorizing the Mayor to sign a Recreational Use Permit by and between the City of Grandview and the Grandview Neptune Rotary Swim Team for the use of the swimming pool – 2017 Swim Team Program

**AGENDA DATE:** February 28, 2017

**DEPARTMENT**

**FUNDING CERTIFICATION** (City Treasurer)  
(If applicable)

Parks & Recreation

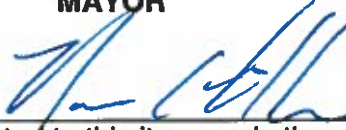
**DEPARTMENT DIRECTOR REVIEW**

Mike Carpenter, Parks & Recreation Director



**CITY ADMINISTRATOR**

**MAYOR**



**ITEM HISTORY** (Previous council reviews, action related to this item, and other pertinent history)

Washington Cities Insurance Authority strongly recommends that the City enter into Recreational Use Permits between those athletic organizations that are utilizing City owned recreational facilities to conduct their respective programs.

**ITEM COMMENTARY** (Background, discussion, key points, recommendations, etc.) Please identify any or all impacts this proposed action would have on the City budget, personnel resources, and/or residents.

Attached is the Recreational Use Permit between the City and the Grandview Neptune Rotary Swim Team for the 2017 season. The City Attorney has had the opportunity to review and comment on the document. Swim Team President Heather Dawson has reviewed and signed the agreement.

**ACTION PROPOSED**

Move a resolution authorizing the Mayor to sign a Recreational Use Permit by and between the City of Grandview and the Grandview Neptune Rotary Swim Team for the use of the swimming pool – 2017 Swim Team Program to a regular Council meeting for consideration.

**RESOLUTION NO. 2017-\_\_\_**

**A RESOLUTION OF THE CITY OF GRANDVIEW, WASHINGTON,  
AUTHORIZING THE MAYOR TO SIGN A RECREATIONAL USE PERMIT  
BY AND BETWEEN THE CITY OF GRANDVIEW AND THE GRANDVIEW NEPTUNE  
ROTARY SWIM TEAM FOR THE USE OF THE SWIMMING POOL –  
2017 SWIM TEAM PROGRAM**

**WHEREAS**, the City of Grandview and the Grandview Neptune Rotary Swim Team desire to enter into a Recreational Use Permit regarding the use of the swimming pool for the 2017 Swim Team program;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRANDVIEW, WASHINGTON**, as follows:

The Mayor is hereby authorized to sign a Recreational Use Permit by and between the City of Grandview and the Grandview Neptune Rotary Swim Team for the use of the swimming pool – 2017 Swim Team program in the form as is attached hereto and incorporated herein by reference.

**PASSED** by the **CITY COUNCIL** and **APPROVED** by the **MAYOR** at its regular meeting on \_\_\_\_\_, 2017.

**MAYOR**

\_\_\_\_\_  
**ATTEST:**

\_\_\_\_\_  
**CITY CLERK**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**CITY ATTORNEY**

**RECREATIONAL USE PERMIT**  
**By and Between the City of Grandview and the**  
**Grandview Neptune Rotary Swim Team**  
**For the Use of the Swimming Pool-2017 Swim Team Program**

This Agreement, entered into this \_\_\_\_ day of March, 2017 is made and entered into by and between the City of Grandview, a municipal corporation, hereinafter referred to as "City", and the Grandview Neptune Rotary Swim Team, a non-profit organization, hereinafter referred to as the "Swim Team".

1. Recitals:

The City owns, operates and maintains a municipal swimming pool located within Westside Park. The City believes that the Swim Team provides an excellent social, recreational and educational experience for its participants and spectators and therefore, benefits the citizens of Grandview.

The Swim Team acknowledges its responsibility to organize, promote and conduct a competitive swimming program for the youth within the Grandview community, and the City desires to facilitate such a program;

2. Agreement:

2.1 Safety:

2.1.1 The City shall provide a certified Lifeguard on the deck at all times during practice sessions and swim meets. The Lifeguard shall have current American Red Cross Lifeguarding Certification, including CPR for the professional rescuer.

2.1.1 Swim Team shall observe all pool rules. Running and rough housing is not allowed anywhere in the facility.

2.1.3 Swim Team meets and practices must be operated in the safest manner possible. If an accident occurs, a coach must report all accidents and incidents to the Pool Management, and complete the incident/accident form.

2.1.4 If any pool equipment, pool facility component or other item related to Swim Team use or not, are damaged or found to be damaged, these must be reported to Pool Management for immediate repairs. The City reserves the right to recover costs associated with labor and repair as the result of damaged equipment and/or facility by the Swim Team.

2.1.5 Unauthorized persons are not allowed in the mechanical building, chemical storage area or the bathhouse office area.

2.1.6 Swim Team agrees to strictly comply with and strictly enforce Washington State's Zackery Lystedt Law (RCW 28A.600.190). Any youth athlete suspected of sustaining a concussion must be removed from swimming activity immediately and may not return until the athlete is evaluated by a licensed health care provider trained in the evaluation and management of concussions and receives written clearance to return to swim activity from that health care provider.

## **2.2 Scheduling:**

2.2.1 Swim Team may begin use of the pool with the permission of the Parks and Recreation Director once the pool has been filled and has passed pre-season inspection by City staff. The season will end following the Mid Valley League Championships.

2.2.2. Barring inclement weather or emergency maintenance, the Swim Team shall have priority use during the following times:

- Monday through Friday from 8:00-11:00 a.m.
- Up to seven mutually scheduled Home Swim Meets (6:00 p.m. start until closing for meets).
- Mutually scheduled practice times, prior to the pool opening to the general public.

## **2.3 Facility Maintenance:**

2.3.1 Swim Team shall be responsible for removing all litter and belongings from the deck, locker rooms and surrounding park area immediately following each usage. The Swim Team will assign a clean-up crew to address litter in the bathhouse, on the deck and around the pool facility during and after each home meet.

## **2.4 Use Payment:**

2.4.1 Each swim team participant will be required to pay \$50 per youth fee as outlined in Section 2.75.020 (swimming pool fees) of the Grandview Municipal Code. Once the Swim Team Roster has been finalized, the Swim Team shall submit a check to the City with proper documentation to verify the total participants for the season.

2.4.2 After July 1, 2017, the Swim Team Shall submit a letter to the City requesting the release of \$1,000 that has been earmarked for Swim Team Scholarships through the annual United Way of Central Washington funding.

## **2.5 Liability Insurance:**

2.5.1 The Swim Team shall obtain and maintain a policy of liability insurance at all times during the term of this Agreement covering all activities of the Swim Team. A comprehensive general liability policy of insurance covering body injury and property damage, with respect to the use or occupancy of the swimming pool, with liability limits not less than \$1,000,000 per occurrence shall be required. The City shall be named as additional insured on all such policies, which policies shall in addition provide that they shall not be cancelled or modified for any reason without fifteen (15) days prior written notice to the City. Swim Team shall also provide the City with a Certificate or Certificates of Liability Insurance within ten (10) days of execution of this Agreement.

2.5.2 Swim Team shall indemnify and hold harmless the City and/or its elected officials, employees, volunteers, insurers, successors and assigns from and against any and all claims, demands, causes of action, damages, suits or judgments, for deaths or injuries to persons for loss or damage of property arising from or in connection with Swim Team activities at the pool or on City property. As used in this section, the term Swim Team includes agents, servants, employees, and volunteers of the Swim Team, as well as participants, invitees and spectators at Swim Team activities occurring at the pool or on City property. In the event of any claims made or suits

filed, the City shall give Swim Team prompt written notice thereof and Swim Team shall have the right to defend or settle the same to the extent of its interest hereunder. The provision applies in all events, regardless of whether or not the insurance provisions above are required or expected.

2.6 Concessions:

2.6.1 Under a separate Concession Agreement, the Swim Team shall be entitled to operate a concession stand during home swim meets at a site approved by the City. Swim Team shall comply with all applicable health code and permit requirements, including but not limited to food preparation, storage, sanitation and waste removal.

2.7 Community Athletic Program-Sexual Discrimination Prohibited:

2.7.1 Swim Team agrees to comply with RCW 49.60.500, made applicable to community athletics programs by RCW 35A.21.350, and prohibit discrimination on the basis of gender with respect to all activities undertaken in connection with this Agreement.

2.8 Early Termination:

2.8.1 In the event it becomes necessary for either party to terminate this Agreement, the party invoking the termination shall provide the other party advanced written notice of termination at least thirty (30) days prior to the effective date of termination; provided, however, in the event of an emergency, the City may cause this Agreement to be terminated upon such date and terms reasonably required.

2.9 Termination for Cause:

2.9.1 If Swim Team fails to abide by the terms and conditions of this Agreement.

2.10 Entire Agreement:

2.10.1 This Agreement, with Swim Team's application for use of the City's swim pool, constitutes the entire agreement of the parties, and shall not be amended except in writing signed by both parties. All terms and provisions of the City's application for use of the park facilities shall apply to this Agreement, and more incorporated herein by this reference. In the event of conflict between this Agreement and the terms and provisions of such application, the terms shall control.

2.11 Assignment:

2.11.1 This Agreement and terms and provisions herein are personal to the Swim Team, and shall not be assigned to any third party without the written authorization of the City, which approval shall not be unreasonably withheld.

Wherefore, this Agreement is deemed executed and effective on the date first references above.

City of Grandview

Swim Team

By: \_\_\_\_\_  
Mayor Norm Childress

By: \_\_\_\_\_  
Team President

ATTEST:

By: \_\_\_\_\_  
Anita Palacios, City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
City Attorney

**CITY OF GRANDVIEW  
AGENDA ITEM HISTORY/COMMENTARY  
COMMITTEE-OF-THE-WHOLE MEETING**

<b>ITEM TITLE</b>  Ordinance amending the 2017 Annual Budget	<b>AGENDA NO.:</b> New Business 4 (B)  <b>AGENDA DATE:</b> February 28, 2017
<b>DEPARTMENT</b>  City Treasurer	<b>FUNDING CERTIFICATION</b> (City Treasurer) (If applicable)

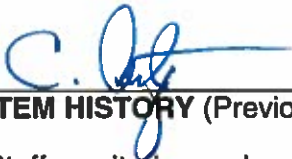
**DEPARTMENT DIRECTOR REVIEW**

Matthew Cordray, City Treasurer



**CITY ADMINISTRATOR**

**MAYOR**



**ITEM HISTORY** (Previous council reviews, action related to this item, and other pertinent history)

Staff monitoring and review of fund and department budgets during the first two months of 2017 has identified numerous budget accounts to be amended. An ordinance will be prepared to provide for the amending of the 2017 Annual Budget to accommodate the changes in sources and uses.

**ITEM COMMENTARY** (Background, discussion, key points, recommendations, etc.) Please identify any or all impacts this proposed action would have on the City budget, personnel resources, and/or residents.

By Fund the highlights of the budget changes are:

**CURRENT EXPENSE FUND:** Increase estimated beginning fund balance and decrease sales tax revenue. Increase appropriations for vests, professional services and transfer-out to street fund. Net effect is an increase in estimated ending fund balance.

**E.M.S. Fund:** Increase estimated beginning fund balance with equal change in estimated ending fund balance.

**YAKIMA CO. LAW & JUSTICE TAX FUND:** Increase estimated beginning fund balance with equal change in estimated ending fund balance.

**STREET FUND:** Increase estimated beginning fund balance. Revenues will have increases in TIB Grant - W. 5<sup>th</sup> Street and transfer-in from current expense fund. They will have decreases in License Tab Fees and TBD revenue. Expenditures will have increases in appropriations for snow and ice removal and TIB project - W. 5<sup>th</sup> Street. They will have a reduction in TBD services. Net effect is a decrease in estimated ending fund balance.

**TRANSPORTATION BENEFIT DISTRICT FUND:** Increase license tab fees and TBD revenue from Street Fund. Increase appropriations for TBD salaries, benefits, supplies, services, repairs and maintenance and TIB project - W. 5<sup>th</sup> Street. Net effect is an increase in estimated ending fund balance.

**CEMETERY FUND:** Increase estimated beginning fund balance with equal change in estimated ending fund balance.



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**CAPITAL IMPROVEMENT FUND:** Increase estimated beginning fund balance and contributions to pool amenities. Increase appropriations for swimming pool construction. Net effect is an increase in estimated ending fund balance.

**EWC PLAZA FUND:** Increase estimated beginning fund balance with equal change in estimated ending fund balance.

**WATER/SEWER FUND:** Increase estimated beginning fund balance. Increase appropriations for Ashel Curtis Well and principal and interest on DWSRF OIE Water loan. Net effect is an increase in estimated ending fund balance.

**IRRIGATION FUND:** Increase estimated beginning fund balance with equal change in estimated ending fund balance.

**SOLID WASTE FUND:** Reduction of estimated beginning fund balance with equal change in estimated ending fund balance.

**EQUIPMENT RENTAL FUND:** Reduction of estimated beginning fund balance with equal change in estimated ending fund balance.

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**ACTION PROPOSED**

Move Ordinance amending the 2017 Annual Budget to a regular Council meeting for consideration.

**ORDINANCE NO. 2017-\_\_\_**

**AN ORDINANCE OF THE CITY OF GRANDVIEW, WASHINGTON,  
AMENDING THE 2017 ANNUAL BUDGET**

**WHEREAS**, the original 2017 estimated beginning fund balances and revenues in numerous funds do not reflect available budget sources; and

**WHEREAS**, there are necessary and desired changes in uses and expenditure levels in numerous funds; and

**WHEREAS**, there are sufficient sources within the funds to meet the anticipated expenditures.

**NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF GRANDVIEW, WASHINGTON DO ORDAIN AS FOLLOWS:**

**Section 1.** That the 2017 annual budget be amended to reflect the changes presented in Exhibit A.

**Section 2.** That the City Administrator is authorized and directed to adjust estimated revenues, expenditures and fund balances reflecting the determined changes.

**Section 3.** This Ordinance shall be in full force and effect five (5) day after its passage and publication as required by law.

**PASSED** by the **CITY COUNCIL** and **APPROVED** by the **MAYOR** at its regular meeting on \_\_\_\_\_, 2017.

\_\_\_\_\_  
**MAYOR**

**ATTEST:**

\_\_\_\_\_  
**CITY CLERK**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**CITY ATTORNEY**

**PUBLICATION:**  
**EFFECTIVE:**

# Exhibit A - Ordinance No. 2017-X

Beginning Balance	Estimated Revenues	Appropriated Expenditures	Ending Balance	Budget Total
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## Current Expense Fund

Original 2017 Budget	1,473,705	5,183,010	5,919,275	737,440	6,656,715
Amendment Amount	215,000	(12,000)	124,525	78,475	203,000
Amended Total	1,688,705	5,171,010	6,043,800	815,915	6,859,715

## E.M.S. Fund

Original 2017 Budget	175,305	130,700	149,970	156,035	306,005
Amendment Amount	36,000			36,000	36,000
Amended Total	211,305	130,700	149,970	192,035	342,005

## Yakima Co. Law & Justice Tax

Original 2017 Budget	139,625	275,300	339,000	75,925	414,925
Amendment Amount	19,000			19,000	19,000
Amended Total	158,625	275,300	339,000	94,925	433,925

## Street Fund

Original 2017 Budget	442,065	800,055	779,360	462,760	1,242,120
Amendment Amount	34,000	116,400	337,230	(186,830)	150,400
Amended Total	476,065	916,455	1,116,590	275,930	1,392,520

## TBD Fund

Original 2017 Budget	-	-	-	-	-
Amendment Amount	-	333,500	153,770	179,730	333,500
Amended Total	-	333,500	153,770	179,730	333,500

## Cemetery Fund

Original 2017 Budget	83,275	141,050	167,900	56,425	224,325
Amendment Amount	9,000			9,000	9,000
Amended Total	92,275	141,050	167,900	65,425	233,325

## Capital Improvement Fund

Original 2017 Budget	106,530	175,500	279,690	2,340	282,030
Amendment Amount	52,000	5,000	35,000	22,000	57,000
Amended Total	158,530	180,500	314,690	24,340	339,030

## EWC Plaza

Original 2017 Budget	-	-	-	-	-
Amendment Amount	10,300			10,300	10,300
Amended Total	10,300	-	-	10,300	10,300

## Water/Sewer Fund

Original 2017 Budget	6,198,005	5,520,005	4,602,870	7,115,140	11,718,010
Amendment Amount	547,000		164,500	382,500	547,000
Amended Total	6,745,005	5,520,005	4,767,370	7,497,640	12,265,010

**Exhibit A - Ordinance No. 2017-X**

<b>Beginning Balance</b>	<b>Estimated Revenues</b>	<b>Appropriated Expenditures</b>	<b>Ending Balance</b>	<b>Budget Total</b>
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**Irrigation Fund**

Original 2017 Budget	221,050	455,500	520,570	155,980	676,550
Amendment Amount	21,000			21,000	21,000
<b>Amended Total</b>	<b>242,050</b>	<b>455,500</b>	<b>520,570</b>	<b>176,980</b>	<b>697,550</b>

**Solid Waste Fund**

Original 2017 Budget	450,670	1,105,150	1,084,680	471,140	1,555,820
Amendment Amount	(15,000)			(15,000)	(15,000)
<b>Amended Total</b>	<b>435,670</b>	<b>1,105,150</b>	<b>1,084,680</b>	<b>456,140</b>	<b>1,540,820</b>

**Equipment Rental Fund**

Original 2017 Budget	2,298,190	472,000	385,260	2,384,930	2,770,190
Amendment Amount	(8,000)			(8,000)	(8,000)
<b>Amended Total</b>	<b>2,290,190</b>	<b>472,000</b>	<b>385,260</b>	<b>2,376,930</b>	<b>2,762,190</b>

11

to Sue 3/15/2017 - mc **Ordinance No. 2017-X**

Account	Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<b>Current Expense Fund</b>					
<input type="checkbox"/> 001 000 000 308 80 00 00	Beginning Fund Balance	1,473,705	215,000	1,688,705	Beginning balance greater than estimated
<input type="checkbox"/> 001 000 000 313 11 00 01	Local Sales Tax		(12,000)	5,171,010	Reflect the correct percentage breakdown
	Revenues/Sources	5,183,010			
	Current Exp. Fund Total	6,656,715	203,000	6,859,715	
<b>Professional Services</b>					
<input type="checkbox"/> 001 020 000 518 10 41 00	Professional Services		15,000		AWC Retro Assessment and hearing tests Bulletproof Vests ordered in 2017, not 2016 Contribution for Yakima Basin Water economic study Snow and ice removal increase
<input type="checkbox"/> 001 032 000 594 22 64 02	Vests		28,825		
<input type="checkbox"/> 001 062 000 558 70 41 00	Professional Services		700		
<input type="checkbox"/> 001 090 000 597 00 00 01	Transfer Out - Street Fund		80,000		
	Expenditures/Uses	5,919,275		6,043,800	
<input type="checkbox"/> 001 099 000 508 80 00 00	Ending Fund Balance	737,440	78,475	815,915	
	Current Exp. Fund Total	6,656,715	203,000	6,859,715	
<b>Emergency Medical Svcs Fund</b>					
<input type="checkbox"/> 105 000 000 308 80 00 00	Beginning Fund Balance	175,305	36,000	211,305	Beginning balance greater than estimated
	Revenues/Sources	130,700		130,700	
	E.M.S. Fund Total	306,005	36,000	342,005	
	Expenditures/Uses	149,970		149,970	
<input type="checkbox"/> 105 000 099 508 80 00 00	Ending Fund Balance	156,035	36,000	192,035	
	E.M.S. Fund Total	306,005	36,000	342,005	

to Sue 3/15/2017 - mc

**Ordinance No. 2017-X**

Account	Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<input type="checkbox"/> 106 000 000 308 80 00 00	Yakima Co. Law & Jstc Tax Beginning Fund Balance	139,625	19,000	158,625	Beginning balance greater than estimated
	Revenues/Sources	275,300		275,300	
	Yakima Co. LJ Fund Total	414,925	19,000	433,925	
	Expenditures/Uses	339,000		339,000	
<input type="checkbox"/> 106 000 099 508 80 00 00	Ending Fund Balance	75,925	19,000	94,925	
	Yakima Co. LJ Fund Total	414,925	19,000	433,925	

**Ordinance No. 2017-X**

to Sue 3/15/2017 - mc

Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<b>Street Fund</b>				
110 000 000 308 80 00 00 Beginning Fund Balance	442,065	34,000	476,065	Beginning balance greater than estimated
110 000 000 317 60 00 00 License Tab Fees		(155,000)		Moving budget amounts to Fund 115
110 000 000 334 03 81 07 TIB Grant W. 5th St. - Larson to Euclid		369,900		TIB street project grant
110 000 000 369 50 00 01 Special Item - TBD moved from Street		(178,500)		TBD Beginning Balance as of 12/31/2016
110 000 000 397 10 00 00 Transfer from C.E. Fund		80,000		Snow and ice removal increase
<b>Revenues/Sources</b>	800,055		916,455	
<b>Street Fund Total</b>	1,242,120	150,400	1,392,520	
<b>Regular Salaries &amp; Wages</b>		8,000		Snow and ice removal increase
110 000 045 542 66 11 00 Overtime		10,000		Snow and ice removal increase
110 000 045 542 66 12 00 Social Security		2,000		Snow and ice removal increase
110 000 045 542 66 21 00 Retirement		1,500		Snow and ice removal increase
110 000 045 542 66 22 00 Workman's Compensation		500		Snow and ice removal increase
110 000 045 542 66 23 00 Medical/Life Insurance		11,000		Snow and ice removal increase
110 000 045 542 66 31 00 Office & Operating Supplies		1,000		Snow and ice removal increase
110 000 045 542 66 41 00 Professional Services		45,000		Snow and ice removal increase
110 000 045 542 66 48 00 Repairs & Maintenance		1,000		Snow and ice removal increase
110 000 065 595 30 63 28 West 5th Street - Larson to Euclid		369,900		TIB street project expenditures
110 000 070 542 30 11 00 Regular Salaries & Wages	-	(2,000)		Moving budget amounts to Fund 115
110 000 070 542 30 21 00 Social Security	-	(150)		Moving budget amounts to Fund 115
110 000 070 542 30 22 00 Retirement	-	(220)		Moving budget amounts to Fund 115
110 000 070 542 30 23 00 Workman's Compensation	-	(70)		Moving budget amounts to Fund 115
110 000 070 542 30 24 00 Medical/Life Insurance	-	(230)		Moving budget amounts to Fund 115
110 000 070 542 30 31 00 Office & Operating Supplies	-	(2,000)		Moving budget amounts to Fund 115
110 000 070 542 30 41 00 Professional Services	-	(8,000)		Moving budget amounts to Fund 115
110 000 070 542 30 48 00 Repairs & Maintenance	-	(100,000)		Moving budget amounts to Fund 115
<b>Expenditures/Uses</b>	779,360		1,116,590	
<b>Ending Fund Balance</b>	462,760	(186,830)	275,930	
<b>Street Fund Total</b>	1,242,120	150,400	1,392,520	

13

**Ordinance No. 2017-X**

to Sue 3/15/2017 - mc

Account		Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<input type="checkbox"/>	115 000 000 308 10 00 00	TBD Fund				
		Beginning Fund Balance	-	-	-	
		License Tab Fees	-	155,000		Moving budget amounts from Fund 110
<input type="checkbox"/>	115 000 000 317 60 00 00	Special Item - TBD moved from Street	-	178,500		TBD Beginning Balance as of 12/31/2016
<input type="checkbox"/>	115 000 000 369 50 00 00	Revenues/Sources	-		333,500	
TBD Fund Total			-	333,500	333,500	
<input type="checkbox"/>	115 000 070 542 30 11 00	Regular Salaries & Wages	-	2,000		Moving budget amounts from Fund 110
		Social Security	-	150		Moving budget amounts from Fund 110
		Retirement	-	220		Moving budget amounts from Fund 110
		Workman's Compensation	-	70		Moving budget amounts from Fund 110
		Medical/Life Insurance	-	230		Moving budget amounts from Fund 110
		Office & Operating Supplies	-	2,000		Moving budget amounts from Fund 110
		Professional Services	-	8,000		Moving budget amounts from Fund 110
		Repairs & Maintenance	-	100,000		Moving budget amounts from Fund 110
		West 5th Street - Larson to Euclid	-	41,100		TIB street project - City's 10% match
		Expenditures/Uses	-		153,770	
<input type="checkbox"/>	115 000 099 508 10 00 00	Ending Fund Balance	-	179,730	179,730	
TBD Fund Total			-	333,500	333,500	



**Ordinance No. 2017-X**

to Sue 3/15/2017 - mc

Account	Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<input type="checkbox"/> 130 000 000 308 80 00 00	Cemetery Fund Beginning Fund Balance	83,275	9,000	92,275	Beginning balance greater than estimated
	Revenues/Sources	141,050		141,050	
	Cemetery Fund Total	224,325	9,000	233,325	
	Expenditures/Uses	167,900		167,900	
<input type="checkbox"/> 130 000 099 508 80 00 00	Ending Fund Balance Cemetery Fund Total	58,425 224,325	9,000 9,000	65,425 233,325	
<hr/>					
<input type="checkbox"/> 301 000 000 308 80 00 00	Capital Improvement Fund Beginning Fund Balance	106,530	52,000	158,530	Beginning balance greater than estimated
<input type="checkbox"/> 301 000 000 367 11 75 02	Contributions to Pool Amenities Revenues/Sources	175,500	5,000	180,500	Contribution for the slide at the pool
	Capital Improvements Fund Total	282,030	57,000	339,030	Slide ordered in 2017 instead of 2016
<input type="checkbox"/> 301 000 090 594 76 62 02	Swimming Pool Construction Expenditures/Uses	279,690	35,000	314,690	
<input type="checkbox"/> 301 000 099 508 80 00 00	Ending Fund Balance Capital Improvements Fund Total	2,340 282,030	22,000 57,000	24,340 339,030	

**Ordinance No. 2017-X**

to Sue 3/15/2017 - mc

Account	Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<input type="checkbox"/> 325 000 000 308 80 00 00	EWC Plaza Beginning Fund Balance	-	10,300	10,300	Beginning balance greater than estimated
	Revenues/Sources	-		-	
	EWC Plaza Fund Total	-	10,300	10,300	
	Expenditures/Uses	-		-	
<input type="checkbox"/> 325 000 099 508 80 00 00	Ending Fund Balance	-	10,300	10,300	
	EWC Plaza Fund Total	-	10,300	10,300	
<hr/>					
<input type="checkbox"/> 410 000 000 308 80 00 00	Water/Sewer Fund Beginning Fund Balance	6,198,005	547,000	6,745,005	Beginning balance greater than estimated
	Revenues/Sources	5,520,005		5,520,005	
	Water/Sewer Fund Total	11,718,010	547,000	12,265,010	
<input type="checkbox"/> 410 000 033 594 34 63 12	Ashel Curtis Well (S17) Rehab		100,000		Only \$20,000 of the projected \$120,000 spent in 2016 Principal on the DWSRF OIE Water loan Interest on the DWSRF OIE Water loan
<input type="checkbox"/> 410 000 036 591 34 78 11	Principal DWSRF OIE Water		45,500		
<input type="checkbox"/> 410 000 036 592 34 83 03	Interest DWSRF OIE Water		19,000		
	Expenditures/Uses	4,602,870		4,767,370	
<input type="checkbox"/> 410 000 099 508 80 00 00	Ending Fund Balance	7,115,140	382,500	7,497,640	
	Water/Sewer Fund Total	11,718,010	547,000	12,265,010	

**Ordinance No. 2017-X**

to Sue 3/15/2017 - mc

Account	Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
<input type="checkbox"/> 420 000 000 308 80 00 00	Irrigation Fund Beginning Fund Balance	221,050	21,000	242,050	Beginning balance greater than estimated
	Revenues/Sources	455,500		455,500	
	Irrigation Fund Total	676,550	21,000	697,550	
	Expenditures/Uses	520,570		520,570	
<input type="checkbox"/> 420 000 099 508 80 00 00	Ending Fund Balance	155,980	21,000	176,980	Beginning balance less than estimated
	Irrigation Fund Total	676,550	21,000	697,550	
	Solid Waste Fund Beginning Fund Balance	450,670	(15,000)	435,670	
	Revenues/Sources	1,105,150		1,105,150	
	Solid Waste Fund Total	1,555,820	(15,000)	1,540,820	Beginning balance less than estimated
	Expenditures/Uses	1,084,680		1,084,680	
<input type="checkbox"/> 430 000 099 508 80 00 00	Ending Fund Balance	471,140	(15,000)	456,140	
	Solid Waste Fund Total	1,555,820	(15,000)	1,540,820	

to Sue 3/15/2017 - mc **Ordinance No. 2017-X**

Account	Description Fund/Account	Original Estimate	Amendment Amount	New Estimate	Treasurer's notes
510 000 000 308 80 00 00	Equipment Rental Fund				
	Beginning Fund Balance	2,298,190	(8,000)	2,290,190	Beginning balance less than estimated
	Revenues/Sources	472,000		472,000	
Equipment Rental Fund Total		2,770,190	(8,000)	2,762,190	
510 000 099 508 80 00 00	Expenditures/Uses	385,260		385,260	
	Ending Fund Balance	2,384,930	(8,000)	2,376,930	
	Equipment Rental Fund Total	2,770,190	(8,000)	2,762,190	

**CITY OF GRANDVIEW  
AGENDA ITEM HISTORY/COMMENTARY  
COMMITTEE-OF-THE-WHOLE MEETING**

<b>ITEM TITLE</b>  Social Media Policy	<b>AGENDA NO.:</b> New Business 4 (C)  <b>AGENDA DATE:</b> February 28, 2017
<b>DEPARTMENT</b>  City Clerk	<b>FUNDING CERTIFICATION</b> (City Treasurer) (If applicable)

**DEPARTMENT DIRECTOR REVIEW**

Anita Palacios, City Clerk



**CITY ADMINISTRATOR**

**MAYOR**



**ITEM HISTORY** (Previous council reviews, action related to this item, and other pertinent history)

At the August 9, 2016 C.O.W. meeting, discussion took place regarding the implementation of social media accounts for the City.

Following discussion, the C.O.W. consensus was for staff to continue researching social media with neighboring communities and proceed with drafting a social media policy for consideration. The consensus was also to begin with a Facebook page that would provide for distribution of information only.

**ITEM COMMENTARY** (Background, discussion, key points, recommendations, etc.) Please identify any or all impacts this proposed action would have on the City budget, personnel resources, and/or residents.

Following research, it was determined that the City would be unable to host a Facebook page that allowed for the distribution of information only and the disabling of public comments.

Attached is a draft Social Media Policy that provides for a public forum.

**ACTION PROPOSED**

For discussion purposes.



# 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](http://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.



recommended Council accept the project as complete once the requirements in the July 29, 2016 letter from HLA Engineering and Land Surveying, Inc., were satisfied.

**On motion by Councilmember Moore, second by Councilmember Mendoza, the C.O.W. moved acceptance of the Euclid/Wine Country Road Intersection and Forsell Road improvements as complete once the project closure requirements as identified in the July 29, 2016 letter from HLA Engineering and Land Surveying, Inc., were satisfied to the regular Council meeting for consideration.**

**D. Ordinance amending Grandview Municipal Code Section 15.72.100 Notification and Service Notice Requirements and Section 15.72.310 Notice of Violation**

City Administrator Arteaga explained that through the years, Council amended the Municipal Code to help expedite non-compliance nuisance violations. Staff recommended that a method be implemented in which the Code Enforcement Officer could assess a monetary fine for violators that start to clean-up the nuisance violation, but refuse to finish the project. The City had nuisance violators that start the clean-up process with no end in sight causing additional work for the Code Enforcement Officer and deteriorating the neighborhood. The new wording would allow the Code Enforcement Officer to write up to an additional \$500 ticket for each week that no clean-up activity had taken place.

**On motion by Councilmember Moore, second by Councilmember Souders, the C.O.W. moved Ordinance No. 2016-12 amending Grandview Municipal Code Section 15.72.100 Notification and Service Notice Requirements and Section 15.72.310 Notice of Violation to the regular Council meeting agenda for consideration.**

**E. Social Media Consideration**

City Administrator Arteaga explained that during the Council Retreat, the issue of implementing social media accounts for the City was identified. Prior to creating a social media account, he requested the City Attorney provide a memorandum regarding important considerations the City should keep in mind when evaluating whether it should have a social media presence and in administering/operating any social media accounts. The City Attorney's memo addressed legal implications of social media accounts such as public records act compliance, records retention, copyright issues, and open public meetings act issues. He explained that staff had been researching social media policies from several local governmental entities. He recommended that prior to the City creating a social media account, a social media policy be adopted addressing compliance with legal obligations and the administration/operation of said accounts. In addition, staff was gathering information from neighboring cities who have social media accounts regarding the commitment of time and resources in operating said accounts. He also addressed the issue of whether the social media account would be for distribution of information only and/or a public forum.

Following discussion, the C.O.W. consensus was for staff to continue researching social media with neighboring communities and proceed with drafting a social media policy for consideration. The consensus was also to begin with a Facebook page that would provide for distribution of information only.

**TO:** Mayor Norm Childress, City of Grandview  
City Council, City of Grandview

**FROM:** Seann Mumford, Menke Jackson Beyer, LLP

**SUBJECT:** Social Media Considerations

**DATE:** August 3, 2016

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### Introduction

This memorandum will discuss several important considerations the City of Grandview ("City") should keep in mind when evaluating whether it should have a social media presence and in administering/operating any social media accounts it creates.

### What is "social media"

"Social media" is a way for people to communicate and interact online via various digital platforms such as websites and apps. It's called social media because users engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions. Popular social media platforms include Facebook, Twitter, Instagram, and SnapChat.

### How is social media used by governmental entities

Many local governmental entities are using social media to distribute information and as a way of measuring public sentiment on governmental operations and projects. Creating social media accounts is not difficult. However, the commitment of time and resources required by a governmental entity that chooses to operate a social media account can be greater than initially expected, because governmental entities must ensure that they are complying with various legal obligations, such as Washington's Public Records Act ("PRA") and document retention laws, that are inapplicable to private users.

The remainder of the memorandum will discuss a few important legal ramifications governmental entities should consider before creating a social media presence. Ideally these considerations and issues will be addressed in a clear social media policy that is adhered to closely.

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## Legal implications of a social media account

### 1. Public Records Act Compliance

Washington appellate courts have not articulated exactly how the PRA relates to social media accounts. However, governmental entities should assume that a their social media information should be available for public disclosure. This would include posts from the public that may be placed on the social media account. As such, the social media account should clearly state to the public that posts on social media will be considered public records.

It may also be possible for posts on a governmental entity's website to constitute a PRA request. Accordingly, if the entity is going to allow the public to post messages on its social media account, there should be a policy and practice by which the account and its comments/posts are reviewed on a daily basis. A simpler option may be to disallow/prevent visitors to the social media account from posting comments on the account. This can be accomplished by modifying the settings of the social media account.

### 2. Records Retention

The content of a governmental entity's social media account should be treated as a public record for purposes of Washington's records retention laws. *See* RCW 40.14.010. The entity should establish mechanisms/procedures to capture and retain public records made or received using a social media account. This could be accomplished in a variety of ways including using or developing applications that capture social media records. The entity should retain and dispose of social media records in accordance with the State Records Committee under RCW 40.14.050. The retention schedule applicable to social media public records should be consistent with the schedule applicable to non-social media public records, and should be based on the function and content of the record.

### 3. Copyright issues

Governmental entities need to ensure that they are complying with copyright when they post material on its social media platform. This would include obtaining copyright releases for all material protected by copyright (e.g. music, paintings, pictures) from the creators, or indemnification from the entity for which the material is to be posted. A governmental entity should also obtain personality right releases or "model releases" for each image (including video) of a person who may have a potential claim to such right, or indemnification from the entity for which the material is to be posted.

Some use of copyrighted material may fall within the "Fair Use" Doctrine, which allows for limited use of portions of material without constituting an infringement of the copyright. Washington law also provides for limited exemptions from the requirement to obtain consent before the use of a photograph or video of a person, including where there is "insignificant, de minimis, or incidental use." *See* RCW 63.60.070. However, the applicability of each of these

exceptions to obtaining consent for the use of copyrighted/protected material should be analyzed on a case by case basis. Obtaining permission/consent to use the material is safest and the preferable practice.

#### 4. Open Public Meeting Act issues

Under Washington's Open Public Meetings Act ("OPMA") "[A]ll meetings of the governing body of a public agency shall be open and public and all persons shall be permitted to attend any meeting of the governing body of a public agency, except as otherwise provided in this chapter." RCW 42.30.030. If elected officials post comments or material on the governmental entity's social media page, there is a risk that those comments could constitute a violation of the OPMA. For example, if several members of the entity's governing body (e.g. city council) submitted posts on the entity's website in close temporal proximity, an argument could be made that these posts constituted a "meeting" for purposes of the OPMA. See RCW 42.30.020(4). This is particularly true if the comments/posts by the member of the governing body are made in response to other posts on the social media account or if the member's post(s) elicit comments/posts in response. See RCW 42.30.020 (which defines "action," in part, as "the transaction of official business of a public agency by a governing body including but not limited to receipt of public testimony, deliberations, discussions...")

In order to prevent potential OPMA violations, a governmental entity should strongly consider adopting a policy that prohibits elected officials from posting on its social media account. At a minimum the entity should adopt a policy that clearly articulates when, and under what circumstances, an elected official may post on its social media account.

#### Examples of social media policies

I have included social media policies from several different local governmental entities of various sizes from across the state of Washington. Reviewing these policies is helpful because they address the legal issues outlined above.

Please let me know if you have any further questions regarding this matter. Thank you for your time.

Sincerely,



Seann M. Mumford

the Information Technology Director's decision will be directed to the Administrator. Permission will be based on demonstrated need and subject to the criteria listed below.

County Officials, managers, and supervisors must be aware that providing remote access to County systems has the potential to result in overtime payments. Time spent accessing data or e-mail remotely is considered compensated time for employees subject to FLSA rules. County Officials and employees are required to comply with overtime policies contained in Policy 220.

#### 8.2 Internet Service Provider Requires Approval

It is the policy of the County that it does not provide or pay for Internet access on home or County-owned computers. Exceptions will be approved by the Information Technology Director and/or the Administrator. Employees with remote access who travel should utilize Internet access through their lodging facility or other means. Any purchase of an ISP to be paid for from County funds must be previously approved.

#### 8.3 Web Based E-Mail (WebMail)

The County maintains a WebMail system that allows access to the County e-mail system. The system may be authorized to employees who are required to access and respond to their e-mail while on leave and traveling.

#### 8.4 Remote Access Services (RAS)

RAS connections are maintained by the County and allow users to access their County workstation and certain County applications. RAS connections will be limited only to employees who are required to access County applications other than e-mail from remote locations.

### .9 SPECIAL PROVISIONS REGARDING SOCIAL MEDIA

#### 9.1 Purpose

Social media is an integral part of Clallam County communications. It is the policy of Clallam County to encourage the responsible use of social media whether internally or externally generated, or viewed. This policy applies to both the electronic version and printed copies of any social media content.

The primary purpose of this policy is to implement uniform guidelines to operate and maintain social media content as a public service in order to facilitate the timely and efficient conduct of County business. Social media is also provided to encourage and facilitate the free exchange of business-related communications and ideas between the County, its employees, and the public.

County social media shall comply with all appropriate County policies including, but not limited to, the guidelines established in Policy 420.

County social media will be a secondary source of content and will contain links directing users back to [www.clallam.net](http://www.clallam.net) sites for in-depth information, legal notices, forms, documents, or other online services necessary to conduct business with the County.

## 9.2 Definitions

"Social Media" as used in this policy means the use of web-based and mobile technologies to turn communication into interactive dialogue in order to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications.

Social media includes, but is not limited to, blogs, wikis, discussion boards, shared information sites, or any internet site that is focused on creating "networks" of individuals such as Facebook, LinkedIn, Twitter, YouTube, MySpace, etc. Such sites allow County Officials and Departments to distribute information through an additional public internet presence and are hosted outside of the County's network.

## 9.3 Public Disclosure

County social media content is intended for County business purposes and constitutes a public record subject to public disclosure under the Public Records Act. Users shall have no expectation of privacy in the use of the County's social media. The County reserves the right to access or monitor content for work-related purposes, security, or to respond to public record requests.

County social media sites shall clearly indicate that any articles, comments, or other content posted or submitted for posting are subject to public disclosure pursuant to RCW 42.56 including the list of subscribers or followers of the site.

Legislative and quasi-regulatory bodies like the Board of Commissioners, Planning Commission, Parks Board, Fair Board, Permit Advisory Board, should not participate in any discussion through social media regarding County business to avoid a possible violation of the Open Public Meetings Act.

## 9.4 Prohibition of Inappropriate Content

Social media content should be businesslike, courteous, and civil. All Clallam County policies, including policies prohibiting discrimination and sexual harassment, shall apply to the use of social media.

Prohibited content subject to immediate removal includes content that:

- Promotes or advertises commercial services, entities or products
- Supports or opposes political candidates or ballot propositions
- Calls for or encourages illegal activity
- Includes vulgar, offensive, threatening, harassing, anonymous, or profane content
- Provides information that may tend to compromise the safety or security of the public or public systems

Clallam County reserves the right to limit or remove posted content at any time without notice.

#### 9.5 Links

Clallam County may select links to other social media and websites that offer helpful resources. Once an individual links to another form of social media or website the County's policies no longer apply. The County is not responsible for the content or advertising that appears on these outside links and may provide these links as a convenience only. Users should be aware that these external links and the information they contain are not controlled by, provided by or endorsed by Clallam County. The County reserves the right to delete links posted by outside individuals at any time without notice.

The County specifically does not provide links containing:

- Content supporting, endorsing or seeking to defeat any candidate for elective office or any ballot proposal
- Purely commercial content with no application to County government
- Personal and private content
- Material determined to be obscene, indecent, illegal or libelous

Entities and individuals do not need to get advance permission to link to Clallam County's social media, however those linking to the County's social media may not present as their own or intentionally misrepresent any of the County's social media content. Entities and individuals may not in any way suggest that the County endorses, sponsors, recommends or agrees with them.

#### 9.6 Authorization and Security

The County's website [www.clallam.net](http://www.clallam.net) will remain the primary and predominant Internet presence. The Director of Information Technology must approve the creation, format, data feeds, security, and archival measures used for all social media.

Designated Information Technology employees will be added to all social media accounts as administrator(s) for continuity of account access, troubleshooting, applying appropriate monitoring/archival tools, and verification of recommended security guidelines. Each account will be set up using an authorized County email account.

County Officials must designate specific employees and gain the approval of the Director of Information Technology to maintain and monitor their departmental social media content in a timely, relevant, accurate, and informative manner.

Third party apps are not to be added to a County social media site (i.e. Facebook or LinkedIn) without approval by the Director of Information Technology. An app should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved prior to installation. An app may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

#### .10 SPECIAL PROVISIONS REGARDING CELLULAR TELEPHONES/SMARTPHONES

The effective management and application of information technology (including cellular telephones and smartphones) improves the quality of service delivered to Clallam County citizens, the productivity of the County workforce, and the general cost effectiveness of the County operation. The County's use of cellular telephones and smartphones is increasing as employees are asked to do more with less. Cellular and smartphone technology provides assistance with disaster recovery, and offers portable alternatives for immediate communication, enabling time and distance to be managed more effectively. Violation of the County policy on cellular phone and smartphone use is considered a serious offense.

##### 10.1 Use of Alternatives/Stipends for Use of Personal Cellular Phone or Smartphone

If it has been determined by the County Official, on a case-by-case basis, that an employee needs to have a County-owned cellular phone or smartphone for County-business purposes, the employee may choose to receive a County-owned cellular phone and adhere to all required audit and use procedures detailed in this policy or may elect to receive a stipend of \$10 per month from the County for the occasional usage of their personal cellular phone for County-business purposes. A County-owned smartphone carries the same restrictions as those for a cellular phone. The stipend for a smartphone is \$30 for internet access plus \$10 for cellular use for a total of \$40.

##### 10.2 Acquisition

Cellular telephones and smartphones are to be acquired following the County's purchasing policies and procedures. Cellular phones and smartphones Intended for personal use shall not be purchased under the name of or associated with Clallam



City of Cheney

GENERAL GOVERNMENT POLICIES  
AND PROCEDURES DIRECTIVE

SUBJECT: Use of Social Media by Council  
Members Policy

P&P# E-10

OFFICE OF ORIGIN: Mayor/City Clerk/IT

EFFECTIVE DATE: August 11, 2010

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REFERENCES

RCW 40.14, Public Documents, Records and Publications; RCW 41.06.250, Political Activities; RCW 42.17.130, Use of Public Office; RCW 42.17.190, Legislative Activities; RCW 42.30, Open Public Meetings Act; RCW 42.56, Public Records Act; CMC 2.36.040, Duties; CMC 2.70, Code of Ethics for Public Officials and Employees; CMC 2.78.060, Lobbying Activities; City of Cheney Policy & Procedure No. E-8, Technology Usage Policy; City of Cheney Policy & Procedure No. F-6, Requests for Public Information.

SUMMARY

This policy outlines the roles, responsibilities, and best practice recommendations for the use of social media/new media by individual Council Members in their capacity as elected officials. The Legislative Department is committed to open and progressive communications between elected officials and constituents within the limits of the law. To the extent possible, all forms of communication will be embraced and all online technologies are eligible for consideration.

DEFINITIONS

"Social media," aka "Web 2.0," is defined here as the use of third-party hosted online technologies that facilitate social interactions and dialogue. These online technologies are operated by non-city hosted services and are used by the Legislative Department and/or individual Council Members to communicate with the public. Such third-party hosted services/tools may include, but are not limited to, social networking sites (MySpace, FaceBook, Linked-In), micro-blogging tools (Twitter, RSS feeds), audio-visual networking sites (YouTube, Flickr), blogs, etc.

These guidelines apply to any social media site or tool used by individual Council Members in their official capacity to communicate with constituents or the general public. It is the individual Council Member's responsibility to ensure compliance with this policy.

"Council Member" here includes Council Members and any staff working on a Council Member's behalf to represent him or her using a social media tool.

## GENERAL POLICY

While social media, with its use of popular abbreviations and shorthand, does not adhere to standard conventions of correspondence, the content and tenor of online conversations, discussions, and information posts should model the same professional behavior displayed during Council sessions and community meetings.

Social media are not to be used as mechanisms for conducting official City business other than to informally communicate with the public. Examples of business that may not be conducted through social media include making policy decisions, official public noticing, and discussing items of legal or fiscal significance that have not previously been released to the public. Council Members' social media site(s) should contain links directing users back to the Council's official website for in-depth information, forms, documents, or online services necessary to conduct official City business.

At the discretion of the Mayor or City Administrator, social media applications, tools, or sites may be limited or banned if they are not or cannot be used in compliance with this policy.

## ETHICS AND ELECTIONS RULES COMPLIANCE

All content posted on individual Council Member social media sites shall comply with City of Cheney Ethics and Elections ordinances and administrative rules and Washington State law regulating elected officials.

No content that promotes or advertises commercial services, entities, or products may be posted.

Council Members shall not post comments or links to any content that endorses or opposes political candidates or ballot propositions, including links to a Council Member's campaign site (RCW 41.06.250; RCW 42.17.130; RCW 42.17.190).

## RECORDS RETENTION ACT COMPLIANCE

State and local records retention laws and schedules apply to social media content. All social media content with retention value must be maintained for the required retention period on a City server in an easily accessible format that preserves the integrity of the original record to the extent possible. Prior approval of the retention format and procedures *for each social media tool being used* must be received from the City Clerk, her designee, or IT Department staff. It is the responsibility of each Council Member to maintain current, approved retention procedures and to ensure that those procedures are followed.

As with any correspondence sent in his or her capacity as a Council Member, Council Member postings to social media sites maintained by others must be retained by the posting Council Member. Printouts of postings to others' sites may suffice for retention purposes. Council Members should consult with the City Clerk for the applicable retention schedule and method.

## PUBLIC RECORDS ACT COMPLIANCE

Any content maintained in a social media format, i.e., FaceBook, YouTube, Twitter, etc., that is related to City business, including communication between an individual Council Member and constituents or the general public, and a site's listing of "friends" or "followers," may be considered a public record subject to disclosure under the Washington State Public Records Act.

Any social media tools used should clearly state that all content submitted by members of the public is potentially subject to public disclosure pursuant to the Public Records Act RCW 42.56. If it is not possible to display this notice prominently on the site, Council Members must notify users by including a link from the site to the Public Records Notice set out in Exhibit A, notify new users via response to posts, and/or periodically notify existing users via broadcast message.

Under the Washington State Public Records Act, the Legislative Department is responsible for responding accurately and completely to any public records request, including a request for public records on social media maintained by individual Council Members. Therefore, it is critical that records have been retained according to approved procedures.

Users and visitors to social media sites shall be notified that public disclosure requests must be directed to the Legislative Department's public disclosure officer pursuant to Legislative Department Policy POL 309.

## OPEN PUBLIC MEETINGS ACT COMPLIANCE

Communication between Council Members via social media, as with telephone and email, may constitute a "meeting" under the Open Public Meetings Act. For this reason, Council Members are strongly discouraged from "friending" other Council Members.

In addition, receiving or making comments regarding quasi-judicial matters via social media may violate the Council Rules for Quasi Judicial Proceeds (Resolution 31001). 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 social media sites with settings that can restrict users' ability to post content.

## CONTENT GUIDELINES

Users of social media sites who submit comments should be clearly notified that the intended purpose of the site is to serve as a mechanism for informal communication between Council Members and the public regarding the topics discussed. If the public is allowed to post comments to a Council Member's site, the Use Policy set out in Exhibit B must be displayed or made available by hyperlink. Any content removed in compliance with the Use Policy must be retained, including the time, date, and identity of the poster when available. (See above "Records Retention Act Compliance" section.)

To avoid any concern regarding the content submitted to social media sites, Council Members are strongly encouraged to maintain social media sites with settings that can restrict users' ability to comment.

## EQUAL ACCESS

Sites requiring membership or subscription should be avoided. When posting information or soliciting feedback on such a site, always provide an alternate source for the same information or mechanism for feedback on the City's public web site, so that those who are not members of the social media site may

have equal access. Sites should use the most open settings possible to allow the public to view content without requiring membership or login.

## APPENDIX

### General Approach

- Maintain data online as long as possible.
- Use retention processes and tools approved by the City Clerk's Office.
- Maintain current documentation of the approved method and schedule for preserving social media content.
- Ideally this process will store data in searchable electronic formats and will store information about transmissions, subscribers, and other metadata associated with the site.
- Maintain original appearance and layout when needed to capture contextual relevance.
- Maintain separate usernames and passwords for all sites to minimize the potential for cross-site hacks and malicious mischief.
- Keep site content relevant with the site identity.
- Consistently monitor activity and posts. Avoid stale or outdated information, respond to questions or responses, quickly remove inappropriate or spam content.
- Notify visitors that correspondence conducted by way of Council Members' social media sites will be considered public records and may be released per RCW 42.56.
- Notify visitors that individual Council Members' social media sites are not intended to be used to conduct official City business, and any public records request must be made with the Legislative Department's Public Disclosure Officer.

### Special Notes About Text Messaging and Cellular Phones

Regardless of whether the device used is paid or reimbursed by public funds, business conducted in the official capacity as a Council Member is a public record. Care should be taken to ensure that records created are maintained and can be provided if requested. Know your device's capabilities and devise a strategy for archiving texts, call logs, and other communications.

Use of electronic devices during Council meetings is discouraged. At the discretion of the Mayor, certain types of devices or use may be banned or limited.

#### **Blog Use Policy**

Council Members are strongly encouraged to limit the use of blogs when communicating with constituents and/or the general public.

#### **Video Posts**

Videos posted by Council Members are likely to be of historical interest and archival value, as well as being public records. Consult with the City Clerk regarding storage method and format of these videos so that they can be provided in response to public records requests and later transferred to the Municipal Archives video collection. Because screen capture will not include dynamic content, keep a record of which videos were posted, including dates and host site.

#### **Exhibit A, Public Records Notice**

"All comments or other content posted to this site may be considered public records subject to public disclosure under the Washington State Public Records Act (RCW 42.56)."

#### **Exhibit B, Use Policy**

"The following content will be removed from this site: (1) comments not related to the topics for discussion; (2) comments in support of or opposition to political campaigns or ballot measures; (3) profane language; (4) discriminatory comments; (5) solicitations of commerce; (6) sexual content or links to sexual content; (7) encouragement of illegal activity; (8) information that may tend to compromise the safety or security of the public; and (9) content that violates a legal ownership interest of any party."

## **Port Angeles Social Media Policies**

### *Posted on City Web Page*

#### A. Policy and Disclaimer

These terms and conditions of this policy apply only to the Social Media pages (Facebook, Twitter, MySpace, and YouTube) that are managed by the City of Port Angeles.

Any individual accessing, browsing and using a City of Port Angeles Social Media page accepts without limitation or qualification, the City's Social Media Policies (hereafter "Policies"). The City of Port Angeles maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Port Angeles Social Media page following the posting of any modification signifies acceptance of such modification.

All users of a City of Port Angeles Social Media page are also subject to the page's own Privacy Policy. The City of Port Angeles has no control over a page's privacy policy or their modifications to it. The City of Port Angeles also has no control over content, commercial advertisements, or other postings produced by the Social Media page that appear on the City of Port Angeles Social Media page as part of the page's environment.

The City of Port Angeles operates and maintains its Social Media pages as a public service to provide information about City programs, services, projects, issues, events and activities. The City of Port Angeles assumes no liability for any inaccuracies these Social Media pages may contain and does not guarantee that the Social Media pages will be uninterrupted or error-free.

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

Communications made through the page's e-mail and messaging system will in no way constitute a legal or official notice or comment to the City or any official or employee of the City for any purpose.

Any comments, articles, and any other content posted or submitted for posting are subject to public disclosure. No one can have an expectation of privacy in the use of Internet resources. People using social media should never disclose private or protected information. Sharing confidential or restricted confidential information on this page is prohibited.

**B. Facebook and MySpace Posting Policy**

Although we encourage posts and comments on the Facebook and MySpace Pages managed by the City of Port Angeles, the Port Angeles Facebook and MySpace Pages are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to the topic at hand. The following types of posts and comments are prohibited:

Inappropriate and prohibited content subject to immediate removal from the page, includes content that:

- Is not topically related to the particular article being commented upon.
- Promotes or advertises commercial services, entities or products.
- Supports or opposes political candidates or ballot propositions.
- Is obscene.
- Calls for or encourages illegal activity.
- Promotes, fosters or perpetuates discrimination on the basis of creed, color, age, religion, gender, genetics, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Provides information that may tend to compromise the safety or security of the public or public systems. Violates a legal ownership.
- Promotes illegal activity or encouragement of illegal activity; information that may tend to compromise the safety or security of the public or public systems.
- Content that violates a legal ownership interest of any other party; or anonymous posts.
- Contains vulgar, offensive, threatening, harassing, or profane language or content.
- Personal attacks of any kind.
- Offensive comments that target or disparage any ethnic, racial, or religious group.
- Sexual content.
- Obscene materials.

The City of Port Angeles reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to the City of Port Angeles Facebook and MySpace pages will be periodically reviewed. All posts and comments are public records subject to public disclosure under the Public Records Act.

**C. Links Policy**

**1. Links to other Social Media Pages and External Websites Provided on City of Port Angeles Social Media Pages**

The City of Port Angeles may select links to other Social Media pages and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's Policies no longer apply and users become subject to the policies of that page or site. The City of Port Angeles Social Media pages are intended specifically to share information about City programs, events and services. The City of Port Angeles is not responsible for the content that appears on these outside

links and provides these links as a convenience only. Users should be aware that these external pages and sites, and the information found on those pages and sites, are not controlled by, provided by or endorsed by the City of Port Angeles. The City reserves the right to delete links posted by outside individuals that violate the City's Posts Policy at any time without notice.

The City specifically does not provide links to:

- Pages associated with, sponsored by or serving a candidate for elected office.
- Pages supporting, endorsing or seeking to defeat any candidate for elective office, or any ballot proposal.
- Purely commercial pages with no affiliation to City projects, programs or objectives.
- Individual personal homepages.
- Individual religious pages.
- Pages containing material determined to be obscene, indecent, illegal or libelous.

## **2. Links by Other Entities to City of Port Angeles Social Media Pages**

It is not necessary to get advance permission to link to City of Port Angeles Social Media pages; however, entities and individuals linking to City of Port Angeles Social Media pages may not capture any of the City's Social Media pages within frames, present City of Port Angeles content as their own or otherwise misrepresent any of the City's Social Media page content. Furthermore, they shall not misinform users about the origin or ownership of City of Port Angeles Social Media page content. Links to City of Port Angeles Social Media pages should not in any way suggest that the City of Port Angeles has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that page.

### **D. Copyright Policy**

All information and materials generated by the City of Port Angeles and provided on City of Port Angeles Social Media pages are the property of the City of Port Angeles. The City retains copyright on all text, graphic images and other content that was produced by the City of Port Angeles and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Please include a credit line reading: "credit: City of Port Angeles Facebook (or Twitter or Myspace) Page" or "Courtesy of City of Port Angeles."

Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of Port Angeles. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If you are a copyright holder and you feel that the City of Port Angeles did not use an appropriate credit line please notify the Webmaster with detailed information about the circumstances, so that the copyright information can be added or the material in question can be removed.



E. Other Considerations

**AVOID OPMA VIOLATIONS**

**Councilmembers and Appointed Volunteers (Planning Commission, Parks Board) are not permitted to comment on the page.**

**REASON:** to avoid any online discussion in violation of the Open Public Meetings Act.

**Contact Us**

**If you have any questions or concerns about the City of Port Angeles Social Media Policy or its implementation, or if you find incorrect information or are interested in seeking permissions that fall outside of the guidelines above, please contact the City's Webmaster at [webmaster@cityofpa.us](mailto:webmaster@cityofpa.us).**

G:\LEGAL\Public Records Act\Social Media Policies\Posted on City Web Page.12.10.10.wpd (2/2/11)



## Administrative Policy and Procedure City of Bonney Lake, Washington

SUBJECT: Social Media Policy		
	Policy No. 100.420	Pages: 6 (plus appendices)
Effective Date: May 1, 2011	Supercedes: n/a	
Developed by: Susan Duis	Department Head Approval:	City Administrator Approval:

### OVERVIEW

The City of Bonney Lake uses various tools to share information and communicate with the public, stakeholders, partners and the media. Social media platforms offer a way to deliver public information and customer service to constituents. The addition of social media tools gives citizens another means to interact with their government. The City encourages the use of social media to further the goals of the City and the missions of its departments when appropriate.

### 1. PURPOSE

This policy establishes guidelines for the use of social media in the performance of City business. It also provides guidelines for conduct by City employees who use social media to engage with customers on behalf of the City. This policy is not intended to address employee's personal use of social media sites; refer to the Technology Resource Usage Policy.

### 2. ORGANIZATIONS AFFECTED

This policy applies to all users of City of Bonney Lake communications and computing resources, including regular employees, temporary employees, elected officials, volunteers, contractors, and all others who use these resources on the City's behalf.

### 3. REFERENCES

RCW 42.56 – Public Records Act  
Policy 100.410 – Technology Resource Usage Policy  
Policy 500.001 – Employee Conduct

### 4. DEFINITIONS

- 4.1 **Chief Social Media Coordinator.** A City of Bonney Lake employee who has been designated to oversee the City's social media program.
- 4.2 **Employee.** Elected officials and personnel appointed to a position (regular or volunteer) of service with the City.
- 4.3 **Employer.** The City of Bonney Lake.
- 4.4 **Public Record.** Any writing containing information relating to the conduct of government or the performance of any governmental or proprietary function prepared, owned, used, or retained by any state or local agency regardless of physical form or characteristics (RCW 42.56.010(2)).
- 4.5 **Social Media / Web 2.0.** Internet-based technology communication tools with a focus on

immediacy, interactivity, user participation and information sharing. Examples include, but are not limited to: forums; weblogs; wikis; social networking, communication, and bookmarking sites; podcasts; photo or video sharing sites; and real-time web communication sites/systems.

- 4.6 Social Media Advisory Committee.** A collaborative staff advisory committee which reviews requests for and changes to official City social media sites.
- 4.7 Social Media Representative.** A City of Bonney Lake employee who has been trained in the Social Media Policy and who has been designated to establish and/or maintain a social media account on behalf of the City.

## **5. RESPONSIBILITIES**

- 5.1** It is the responsibility of the Chief Social Media Coordinator to coordinate the activities of Social Media Representatives and to oversee the City's social media program generally.
- 5.2** It is the responsibility of Social Media Representatives to read and adhere to relevant policies, to maintain current, accurate information via City social media platforms, and to ensure that the City is being appropriately represented.
- 5.3** It is the responsibility of the Social Media Advisory Committee to consider department requests for social media accounts, to review Terms of Service agreements, to consider changes to City social media uses, and to provide support and monitor usage of social media sites.
- 5.4** It is the responsibility of Department Directors or designees to enforce this policy, to ensure that relevant City standards are met, and to ensure that the use of social media platforms meets the City's business needs. It is also the responsibility of Department Directors or designees to review and make decisions regarding the approval and distribution of information on social media platforms.
- 5.5** It is the responsibility of the Office of Information Services to grant access to technology resources to appropriate staff, to maintain a list of active social media sites, logins and passwords, and to provide support, monitor usage, and report inappropriate use of technology.
- 5.6** It is the responsibility of Human Resources to integrate the policy into new employee training, orientation, and ongoing training of City work rules and policies.

## **6. STATEMENTS OF POLICY AND PROCEDURE**

### **6.1 General.**

- 6.1.1** Social media platforms must comply with applicable federal, state and county laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, public records, records retention, First Amendment rights, privacy laws, and security and conduct policies established by the City of Bonney Lake.
- 6.1.2** The best, most appropriate uses of social media platforms for the City of Bonney Lake fall into two general categories: as channels for disseminating time-sensitive information as quickly as possible (i.e., emergency information); and as marketing or promotional channels which increase the City's ability to deliver its messages to the widest possible audience.

### **6.2 Administration of City of Bonney Lake Social Media Accounts.**

- 6.2.1 Social Media Advisory Committee.** There is hereby created a Social Media Advisory Committee. The City Administrator or designee will appoint members to the Social Media Advisory Committee.

- a. To ensure full participation throughout the City, the committee should include at least one staff member from each department. In order to maintain compliance with public records laws, the committee should include members, or seek input as needed, from employees who are responsible for information services, risk management, legal services, public records, and public affairs/communications.
- b. The committee shall meet at least semi-annually, and whenever a request is submitted for the creation of a new social media site. In order to expedite requests for new user accounts or minor changes to social media sites, the committee may consider and approve these requests via email or phone, without holding a regular meeting.

**6.2.2 Designation of Chief Social Media Coordinator and Social Media Representatives.**

- a. The Records and Information Specialist in the Administrative Services Department is hereby designated as the Chief Social Media Coordinator for the City. As such, he/she is responsible for coordinating the activities of Social Media Representatives and overseeing the social media program generally.
- b. Each Department Director will designate at least one Social Media Representative for the department, who is responsible for providing and updating content and information posted on the social media site(s). Social Media Representatives may also serve on the Social Media Advisory Committee.

**6.2.3 Request for Creation of Social Media Site.** All requests for official City of Bonney Lake social media sites are subject to review and approval by the Social Media Advisory Committee. To request a new social media site, submit the Social Media Site Approval Form (Appendix C) to the Social Media Advisory Committee.

**6.2.4 Terms of Service.** Typically, a Terms of Service (TOS) agreement is associated with the use of third-party social media tools. Each social media site usually requires users to accept a TOS agreement specific to that site.

- a. In order to avoid violations, the Social Media Advisory Committee will review the most current TOS prior to implementing any new social media site. The Committee may ask the City Attorney to review the TOS as well.
- b. The Social Media Advisory Committee will review significant amendments made to the TOS for any sites currently used by the City, to determine whether these amendments contradict City policy.
- c. If the TOS appears to contradict City policy, the Social Media Advisory Committee will notify the City Administrator or designee, who will determine whether the use of such media is appropriate.

**6.2.5 Access, User Names, and Passwords.** Requests for site or account changes (including, but not limited to adding or removing sites, creating new user accounts, and changing permissions) must be submitted using the Social Media Approval form (Appendix C).

- a. Each staff member authorized to access and update a social media site must have a unique user account. Multiple staff members will not share a generic login, and staff members may not share their login or passwords with other staff members, volunteers, or others who update the site.
- b. Each social media user account will be set up in conjunction with an official City e-mail account for the purposes of privacy, security and records retention.
- c. The Chief Social Media Coordinator or Office of Information Services will maintain a list of all City social media sites, logins and passwords. As needed, they may create administrative user accounts to enable the City to change account settings and to immediately add, edit or remove content from social

media sites.

### 6.3 Site Maintenance, Format and Content

- 6.3.1 Official Website:** The City of Bonney Lake's official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)) will remain the City's primary and predominant internet presence.
- All social media sites will include a link to the City's official website.
  - All information/content provided via City social media platforms should also be available on the City's official website or in another readily available format. (See also Section 6.5.)
  - Wherever possible, content or messages posted to City of Bonney Lake social media sites should include links directing users back to the City's official website for more information, forms, documents, or services.
- 6.3.2 Language.** Content provided on City communications should avoid the use of abbreviations, jargon, acronyms or slang iterations. Although social media sites are often more casual than other communication tools, they still represent the City and should maintain a professional image.
- 6.3.3 Site Standards & Templates.** For consistency and ease of use, social media sites will use approved names, official titles, and the official City logo in the header/main page whenever possible. The Social Media Advisory Committee may develop standards for specific social media sites (see Attachments 1 and 2) to offer guidance on appropriate uses, content, templates, and issues related to specific social media tools.
- 6.3.4 Equal Access:** Sites requiring membership or subscription to view content should be avoided. Site settings should be as open as possible to allow the public to view content without requiring membership or login. When posting information on a site that requires membership or subscription, the City will provide an alternate source for the information so those who are not members may have equal access.
- 6.3.5 Updates and Maintenance.** A social media platform, like any communication resource, must be updated regularly to ensure the information provided is current, accurate, and useful. Social Media Representatives are responsible for maintaining social media sites by viewing and updating them as necessary and appropriate. As a general rule of thumb, social media site content should be updated at least once per week.
- 6.3.6 Commenting and Discussions.** Commenting and/or discussion boards available via social media sites must be disabled, unless specific permission is granted by the Social Media Advisory Committee. If commenting or discussions are enabled, the following guidelines must be followed:
- Social Media sites are limited public forums, moderated by City of Bonney Lake staff to ensure content posted by outside users is appropriate. 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 (see Disclaimers).
  - Social Media Representative(s) must immediately report inappropriate content to the Social Media Advisory Committee, which is authorized to approve removal of content prohibited by the Comment Policy Disclaimer.
  - Any content removed from City social media sites based on these guidelines must be retained, including the time, date, identity of the poster when available, and the name of the staff person who removed the content (see also Section 6.4).
- 6.3.7 Disclaimers.** Users of City of Bonney Lake social media platforms 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.

- a. All social media sites must include a general disclaimer regarding public records, external links, and advertisements (see Appendix A).
  - b. If comments or discussions are enabled on a social media site, the Comment Policy Disclaimer must be provided directly on the site or via hyperlink (see Appendix A).
- 6.4 Appropriate Use.** All City of Bonney Lake presences on social media platforms are considered an extension of the City's information networks, and are governed by applicable City policies regarding employee conduct and technology use.
  - 6.4.1** Approved Social Media Representatives are permitted to access and maintain approved City social media accounts during regular work hours and/or using City equipment.
  - 6.4.2** Employees representing the City via social media platforms must conduct themselves at all times as representatives of the City of Bonney Lake. Employees who fail to conduct themselves in an appropriate manner are subject to the disciplinary procedures outlined in applicable City of Bonney Lake Policies and Procedures.
    - a. When posting or exchanging information on the City's or another agency's social media site, employees must identify themselves by full name, title, agency, and contact information, and shall address issues only within the scope of their specific authorization.
    - b. If employees exchange information on the City's or another agency's social media site, but are not authorized to speak on behalf of the City, they must clarify that they are presenting information on their own behalf and that they do not represent the position of the City.
  - 6.4.3** Participation in online discussions by elected or appointed officials may constitute a meeting under the Open Public Meetings Act. Councilmembers, Commissioners and other officials and appointed volunteers (members of the Planning Commission, Design Commission, Park Board, Civil Service Commission and/or ad hoc appointed citizen advisory committees) should, in general, not comment or otherwise communicate on the City's Social Media site(s).
- 6.5 Public Records Act Compliance.** Any public records created through the use of social media platforms are subject to state and local public records laws and records retention requirements.
  - 6.5.1** Each City-sponsored social media site must clearly indicate that any articles or other content posted or submitted for posting are subject to public disclosure laws (see Disclaimers, Appendix A).
  - 6.5.2** In general, original content should not be created via social media platforms. Wherever possible, all information posted on City social media sites should be first provided on the City's official website and/or in another readily available format, such as a public notice or press release posted at City buildings and/or the newspaper. According to Washington State public records retention requirements, the City is not required to maintain secondary copies of records (see Appendix B).
  - 6.5.3** Original records may be created when unique information related to City businesses is provided via social media platforms which is not provided via the City's official website or in another format, and are, therefore, subject to the Public Records Act and records retention requirements. Examples of original records that may be created through use of social media tools include, but are not limited to:
    - a. Account information (user names, passwords, etc.);
    - b. Listings of social media site 'friends,' 'followers,' 'fans,' etc.;
    - c. Information posted to social media sites that was not first provided via the City's official website, press release, or other format;

- d. Comments posted by visitors/users of the City social media site; and/or comments removed from the City social media site by City staff.
- 6.5.4 All social media content with public records value must be maintained for the minimum required retention period in an easily accessible format that preserves the integrity of the original record to the extent possible. Staff should refer to the most recent versions of the Washington State approved records retention schedules for applicable records retention requirements. In general, the majority of content provided by the City on social media sites must be retained for at least two years (see Appendix B). Various methods may be employed to retain public records created on social media sites. Options include:
  - a. Archiving Software/Service: The City may use software or service designed to capture content from social media sites for retention and retrieval.
  - b. E-mail: Updates, comments and account change notifications are sent to a City email account created for this purpose and retained as described in this section.
  - c. Website Capture: Web capture tools may be used to capture snapshots of City websites in their native format, such as the Washington State Digital Archives website capturing program.
  - d. PDF Format: Staff may convert social media pages to PDF format, and the PDF files saved for retention purposes. This option retains the content and formatting (look and feel) of the original web page.

## 6.6 Privacy and Security

- 6.6.1 See the City's Technology Use Policy for information related to privacy.
- 6.6.2 Employees should not include personally identifiable information about themselves or others, such as Social Security Numbers, personal phone numbers or email addresses, or home address, via official City social media site(s).
- 6.6.3 Employees may not post any content involving or related to any of the following:
  - a. Items that are involved in litigation or that could be involved in future litigation;
  - b. Defamatory, libelous, combative, offensive, disparaging, demeaning, or threatening materials related to any person or group; or
  - c. Personal, private, sensitive or confidential information of any kind.



## **Appendix A: Disclaimers**

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**General Disclaimer:** *For use on all social media sites/platforms.*

**Disclaimers:** All comments or other content posted to this site may be considered public records and be subject to public disclosure under the Washington State Public Records Act (RCW 42.56). When you select a link to an outside website, you are leaving the City of Bonney Lake and are subject to the privacy and security policies of the owners/sponsors of that site. The City is not responsible for transmissions users receive from external websites. Reference to any specific commercial products, processes or services, or the use of any trade, firm or corporation name does not constitute endorsement or recommendation by the City of Bonney Lake or its employees.

**Comment/Discussion Disclaimer:** *For use when commenting or discussion is allowed.*

**Commenting:** Comments posted to this page will be monitored. Under the City of Bonney Lake Social Media policy, the City reserves the right to remove inappropriate comments, including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting, or that promote, foster, or perpetuate 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.

H7



**APPENDIX B: Records Retention Requirements**

Excerpted from Local Government Common Records Retention Schedule (CORE) Version 2.0 (Jan. 2010).  
*Refer to the most recent version of the approved Records Retention Schedules for retention requirements.*

Description of Records	Disposition Authority Number	Retention and Disposition Action	Designation
<b><i>Secondary (Duplicate) Copies</i></b> Copies of records (created or received), <i>provided that</i> the agency retains the primary record in accordance with the current approved minimum retention period.	GS50-02-04 Rev. 0	Retain until no longer needed for agency business <i>then Destroy.</i>	Non-archival Non-essential OFM
<b><i>Communications – Non-Executive</i></b> Internal and external communications to or from employees (includes contractors and volunteers), that are made or received in connection with the transaction of public business, and that are not covered by a more specific records series.  Includes all communication types, regardless of format: • Correspondence, email; • Web sites/forms/pages, social networking posts and comments, etc.;  Includes, but is not limited to: • Requests for and provision of information/advice; • Agency-initiated information/advice.  Excludes executive communications covered by DAN GS50-01-12. Excludes public records requests covered by DANs GS50-09-04 and GS2010-014. Excludes the provision of routine information covered by DAN GS50-02-01. Note: Information/advice published online by the agency continues to be "provided" until the date it is removed/withdrawn.	GS2010-001 Rev. 0	Retain for 2 years after communication received or provided, whichever is later then Destroy	Non-archival Non-essential OFM
<b><i>Communications – Executive</i></b> Internal and external communications to or from the agency's elected official(s) and/or executive management, that are made or received in connection with the transaction of public business, and that are not covered by a more specific records series.  Includes all communication types, regardless of format: • Correspondence, email; • Web sites/forms/pages, social networking posts and comments, etc.; Includes, but is not limited to: • Requests for and provision of information/advice; • Agency-initiated information/advice.  Excludes non-executive communications covered by DAN GS2010-001. Excludes public records requests covered by DANs GS50-09-04 and GS2010-014. Excludes the provision of routine information covered by DAN GS50-02-01. Note: Information/advice published online by the agency continues to be "provided" until the date it is removed/withdrawn.	GS50-01-12 Rev. 1	Retain for 2 years after communication received or provided, whichever is later then Arrange for appraisal by Washington State Archives.	Archival – Appraisal Required Non-Essential OFM

**APPENDIX C: Social Media Approval Form****SOCIAL MEDIA APPROVAL FORM**

**Request:** ☐ Request for NEW social media site/page  
☐ Change to existing social media site/page  
☐ Update Social Media Representative(s)  
 (New user account, update to user account)

**Site Name:** \_\_\_\_\_  
**Site URL:** \_\_\_\_\_  
*Does the site allow comments/discussion?* ☐ Yes\* ☐ No  
 \* Disclaimer required

**Social Media Representative(s)** (Staff authorized to update and maintain the site.)

***Social Media Representative Acknowledgement***

I acknowledge that I have received, read, and understand the City's policy covering Social Media. I agree to comply with this policy and understand that failure to do so could result in disciplinary action, up to and including termination. I further understand that if I have questions regarding this policy, I should discuss those questions with my supervisor, department director, or the Human Resources Manager.

	<i>Staff Name</i>	<i>Signature</i>	<i>User Name / Login</i>	<i>Password</i>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____

**Department Director / Supervisor Approval**

I authorize the staff member(s) listed above to act as Social Media Representative(s) for the site listed above.

In addition, please consider the following requests for special permissions or account settings:

\_\_\_\_\_  
*Printed Name*                      *Signature*                      *Date*

*Submit completed form to the Chief Social Media Coordinator for review by the Social Media Advisory Committee.*

**Social Media Advisory Committee Approval**

Date Request Received: \_\_\_\_\_ Date Reviewed: \_\_\_\_\_ Approved: ☐ Yes ☐ No

Comments:

**FOR NEW SITES ONLY:**

**City Administrator or Designee Approval:** I authorize the creation of the social media site listed above, to be maintained by the designated Social Media Representative(s).

\_\_\_\_\_  
*Printed Name*                      *Signature*                      *Date*

**New Site Prelaunch Checklist:**

- ☐ Terms of Service (site agreement) reviewed by Social Media Advisory Committee and City Attorney, if needed.
- ☐ General Disclaimer and, if applicable, Commenting Disclaimer, provided on social media site (posted or linked).
- ☐ Link to the social media site placed on the official City website, and vice versa.
- ☐ New site and/or user information provided to Chief Social Media Coordinator or Office of Information Services.

49

### **Attachment 1: Blog Standards – City of Bonney Lake**

**Purpose:** The City of Bonney Lake Blog is a website that consists of periodic postings that provide information about City events and services. The following standards guide the use of the City's Blog to provide information from the City to a wider audience via social media outlets, RSS feeds, and other web technologies. These standards should be used in conjunction with the City's Technology Resource Usage Policy, Social Media Policy, and other applicable policies. As technologies and resources change, these standards may be updated as needed.

**Establishing the Blog:** The City of Bonney Lake will establish a Blog page at [www.ci.bonney-lake.wa.us/cityblog](http://www.ci.bonney-lake.wa.us/cityblog). The site is accessible via the City's official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)), and blog posts will include links back to the official City website.

#### **Site Administration and Setup**

1. **User Accounts:** The Social Media Advisory Committee authorizes new user accounts and sets permissions for site users.
2. **Site Template:** The blog site should include:
  - a. The City's official logo and Mission Statement.
  - b. A link to the City's official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)).
  - c. The blog site must include appropriate disclaimers, either posted to the main page or via a hyperlink (refer to the Social Media Policy for disclaimer language).
3. **Comments and Discussion Boards:** Comments to the City's blog page will generally be disabled, but may be allowed upon approval by the Social Media Advisory Committee. See the Social Media Policy for information on removal of inappropriate comments.

**Blog Posts & Content:** Social Media Representatives are responsible for posting content to the blog and ensuring content is not stale, inaccurate, or out of date. Staff members may provide content to be posted to the blog by sending it to the department's Social Media Representative or a member of the Advisory Committee.

1. **Content:** The City Blog is used as an additional outlet to deliver public information to constituents. The blog may be used to provide content such as public notices, press releases, legal notifications, upcoming City events and meetings, and public safety alerts and emergency notifications.
2. **Style:** Staff will use proper grammar and style and avoid jargon, abbreviations, acronyms or slang iterations. Although blogs are often more casual than most other communication tools, it still represents the City at all times and should maintain a professional image.
3. **New Posts:** All new blog posts must include, at minimum, a title, body text (full text or a summary of the linked information or file), and a link to the City's official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)).
4. **Re-Posting & Syndication:** Once published, blog posts can be re-posted via RSS feeds, Facebook and Twitter applications, or to the main City website. Staff should be mindful that content posted to the blog page may be re-posted to various other sites.
5. **Revising & Removing Posts:** If incorrect information has been posted, a new post should be created and published with corrections. Syndicated/re-posted blog posts may not be updated automatically, to ensure that users who do not access the Blog page directly receive the corrected information. When applicable, staff may revise the original (incorrect) post with a note such as: *"This post has been removed due to incorrect information. See the revised post for corrections."*

#### **Records Management:**

1. **Primary Record Copy:** In general, original content should not be created via social media platforms. Refer to the Social Media policy for details.
2. Any original content created on the City blog must be managed per the Public Records Act and State Records Retention policies. See the Social Media Policy, Section 6.5.
  - a. The City blog will be set up in conjunction with an official City e-mail account, which will be used to archive any content and updates that are sent via email.
  - b. Any content that must be retained as a record, but that is not located on City servers or email, must be retained in paper or electronic format and managed appropriately.

**Attachment 2: City of Bonney Lake – Facebook Standards****Purpose**

Facebook is a popular social networking site that many individuals, businesses and government agencies use to promote activities, programs, projects and events. This standard offers guidance to City departments on using Facebook to provide information to a wider audience. Employees should use these standards in conjunction with the City's Technology Resource Usage Policy, Social Media Policy, and other applicable policies. 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 Social Media Advisory Committee. Once approved, the Chief Social Media Coordinator and/or members of the Committee will help set up the boilerplate business page for the department.

**Page Administration & Setup**

1. **User Accounts:** The Social Media Advisory Committee authorizes new user accounts and sets permissions for site users.
2. **Page Type:** The City will be presented by Facebook "pages", not "groups". Facebook "pages" offer distinct advantages, including greater visibility, customization, and measurability. For the page "type", choose "Government".
3. **Page Template/Boilerplate:**
  - a. **Image:** The City's Facebook page image will consist of a picture and/or the City's logo.
  - b. **Page Name:** The name selected for City Facebook pages should be descriptive of the department.
  - c. **Disclaimers:** The page must include appropriate disclaimers, either posted to the main page or via a hyperlink (refer to the Social Media Policy for disclaimer language).
  - d. **Link to the City:** A link to the City's official website ([www.ci.bonney-lake.wa.us](http://www.ci.bonney-lake.wa.us)) must be included on the 'Info' page. If multiple official City Facebook pages are created, all City department and project pages should be page 'favorites' of other City Facebook pages.
4. **Comments and Discussion Boards:** Discussion Boards should be disabled on City Facebook pages. Currently, commenting cannot be entirely disabled on Facebook pages. See the Social Media Policy for more information on commenting and removal of inappropriate comments.
5. **Facebook Applications:** Thousands of Facebook applications are available, including those that allow users to share video, music, and photos, or to view and subscribe to RSS feeds. While applications may be useful, they can cause clutter and security risks. An application should only be used if it serves a business purpose; adds to the user experience; comes from a trusted source; and has been approved by the Social Media Advisory Committee. A Facebook application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

**Content & Style**

1. City Facebook pages are used as an additional outlet to deliver public information to constituents. Various types of information may be provided, such as: public notices, press releases and legal notifications; upcoming City events and meetings; public safety alerts and emergency notifications.
2. Staff will use proper grammar and style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools, but still represents the City and should maintain a professional image.

**Page Administrators**

1. The department Social Media Representative is responsible for updating and monitoring the Facebook page. The department will designate a back-up administrator to monitor and update the page in the Social Media Representative's absence.
2. A successful page requires "babysitting". Social Media Representatives are responsible for making sure content is not stale. In general, the site should be updated at least once per week.

**Records Management**

1. **Primary Record Copy:** In general, original content should not be created via social media platforms.

2. Any original content created via a City Facebook page must be managed according to the Public Records Act and State Records Retention policies. See the Social Media Policy, Section 6.5.
  - a. Each Facebook page will be set up in conjunction with an official City e-mail account, which will archive any content and updates that are sent via email.
  - b. The City may use software or a service to capture content from City Facebook pages for records retention purposes.
  - c. Content that must be retained as a record, but that cannot be retrieved from Facebook via other means, must be retained in paper or electronic (PDF) format and managed appropriately.