



RESOLUTION #2018-146

A RESOLUTION ESTABLISHING A SOCIAL MEDIA POLICY

WHEREAS, the internet is a valuable tool for communication between the City of Ontario and the citizens of the City of Ontario; and

WHEREAS, the City of Ontario uses a variety of social media platforms and plans to expand its influence to additional social media platforms to improve communication and further city goals; and

WHEREAS, the City of Ontario currently has no social media policy in the Employee Policy Manual; and

WHEREAS, the City of Ontario desires to use social media platforms and tools in a responsible and effective manner; and

WHEREAS, the City of Ontario desires to establish a social media policy.

NOW, THEREFORE, BE IT RESOLVED by the Ontario City Council, to adopt the attached City of Ontario Social Media Policy.

EFFECTIVE DATE: Effective immediately upon passage.

PASSED AND ADOPTED by the Ontario City Council this 6th day of December, 2018.

AYES: CAPRON, JOST, CRUME, VERINI, CARTER, PALOMO

NAYS: NONE

ABSENT: JUSTUS

APPROVED by the Mayor this 6th day of December, 2018.

Ronald Verini, Mayor

ATTEST:

Tori Barnett, MMC, City Recorder

41 Social Media Policy

41.1 Use

41.1.1 Social media is a term used to refer to activities that integrate technology, social interaction and content creation. This media allows people to generate, organize, share, edit and comment on web content. Examples of social media include, but are not limited to Facebook, Twitter, YouTube, Instagram and other such electronic media platforms.

41.1.2. The city shall identify those employees authorized to use social media on behalf of the city. Only those employees who are authorized shall engage in social media activities on behalf of the city. The city manager shall maintain a list of authorized social media users.

41.1.3. All social media accounts shall be created using a city-issued email address. This will ensure that:

41.1.3.1. Personal and professional communications are separated;

41.1.3.2. The city can back up public conversations because the city owns and controls the email address;

41.1.3.3. The city can access the site when the employee is out on vacation or otherwise away from the office or leaves employment with the city; and

41.1.3.4. The city can determine that the site is legitimately the city's and not a rogue site generated from a private email address.

41.1.4. The city shall notify users and visitors to the social media site that the purpose of the site is to facilitate communication between the city and the public. Each site shall contain the following message:

41.1.4.1. This site is created by the City of Ontario. This site is intended to serve as a mechanism for communication between the public and the

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City of Ontario on all topics relevant to city business. The City of Ontario reserves the right to remove comments or postings that violate any applicable laws. A list of content that will be removed may be viewed at: [insert hyperlink to user guidelines]. Postings to this site are public records of the City of Ontario and may be subject to disclosure under the Oregon Public Records Law. The City of Ontario does not endorse nor sponsor any advertising posted by the social media host, that the social media is a private site, or the privacy terms of the site apply. The City of Ontario does not guarantee reliability and accuracy of any third-party links.

41.1.5. Where possible, all social media sites will display the city's logo for consistency and authenticity.

41.1.6. Social media posts are considered public records if posts are made on an official city account; or on a city staff member or official's private account which makes or receives comments on city matters.

41.1.7. The city and its employees and officials shall not discriminate against public speech based on content or viewpoint. The city, its staff and its officials may not engage in viewpoint discrimination. All persons who wish to "friend," "follow," "re-tweet," etc. must be allowed to do so. Employees representing the city on city social media sites shall conduct themselves at all times as a professional representative of the city and in accordance with all applicable city policies.

41.1.8. The following content posted by the public may be removed:

- 41.1.8.1. Comments not topically related to the particular article being commented upon;
- 41.1.8.2. Comments in support of or opposition to political campaigns or ballot measures;
- 41.1.8.3. Profane language or content;
- 41.1.8.4. Content that promotes, fosters or perpetuates discrimination upon the basis on race, religion, gender, gender identity, marital status, familial status, national origin, age, mental or physical

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

- 41.1.8.5. Inappropriate sexual content or links to inappropriate sexual content;
- 41.1.8.6. Solicitations of commerce, e.g., ads;
- 41.1.8.7. Conduct or encouragement of illegal activity;
- 41.1.8.8. Private and confidential information;
- 41.1.8.9. Information that may tend to compromise the safety or security of the public or public systems; or
- 41.1.8.10. Content that violates a legal ownership interest of any other party.

41.1.9. These guidelines shall be displayed to all users or made available by hyperlink. Any content removed must be retained, including the time, date and identity of the poster when available.

41.1.10 Any employee authorized to post items on any of the city's social media sites on behalf of the city shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the city's social media sites by an authorized city employee shall only reflect the views of the city.

41.1.11 The city reserves the right to terminate any city social media site at any time without notice.

41.1.12 Political Neutrality.

41.1.12.1 Elected officials may not post as "City of Ontario" and are discouraged from discussing campaigns, issues, and other political matters on city accounts.

41.1.12.2. Political candidates are encouraged to establish their own pages and social media accounts and are discouraged from using City of Ontario accounts, pages etc.

41.2 Retention

41.2.1. The city must maintain and preserve social media records in compliance with the Oregon Public Records Law. The Public Records Law applies regardless of whether the social media site is hosted by the city or a third party.

41.2.2. Those engaged in social media activities must be familiar with the city's records retention schedule. Any posted original content that is not a copy of a pre-existing city record must be captured and retained by saving a copy and providing it to the city's records custodian.

41.2.3. Social media content shall be retained.

41.2.4. Non-Original Social Media Content Maintained Elsewhere - Any posted content that is a copy of a city record that exists in another location does not need to be separately preserved, provided that the original content is being retained in compliance with the appropriate city retention schedule and media preservation requirements. Employees should use social media applications exclusively as a mechanism for providing the public with links or references to content that is maintained as an official city record elsewhere. Links or references posted to social media accounts are considered convenience copies which need to be retained only "as needed" or "until superseded."

41.2.5. Original Social Media Content - Any posted original content that constitutes a city record and that is not preserved and retained elsewhere in compliance with the appropriate city retention schedule must be captured by the city and retained according to the appropriate schedule and preservation requirements. The person who posts the content is responsible for retaining and preserving the record.

41.2.5.1. Speeches/Statements/News Releases/Program Activity Records - Content that contains written or photographed accounts of a city event, or summary of such events posted to social media are considered statements and reports for retention purposes and should be retained generally for two years from the time they are "published." If these posts contain policy or historically significant content, they must be retained permanently.

41.2.5.2. Correspondence - Incoming messages from the public that arrive via the city's social media

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account should be treated as correspondence. Messages completely unrelated to the city's activities do not need to be retained. If the message relates to the city's activities or functions, it must be captured and retained per the retention category that most closely corresponds to the content of the message. Staff are advised to respond to correspondence via email or other "offline" messaging methods and if possible, communicate directly with the individual and maintain that correspondence.

- 41.2.5.3. Content associated with a specific function or activity information received from the public in response to social media posts used as a public entry point to solicit specific information—such as conducting a poll or to launch a process or placing an order—should be retained along with other records associated with that function or activity using the appropriate retention schedule.
- 41.2.5.4. Employees shall observe and abide by all copyright, trademark and service mark restrictions in posting materials to any maintained website.

- 41.2 Violation** - Any staff member in violation of this social media policy is subject to disciplinary action pursuant to the city's personnel manual, including but not necessarily limited to termination.