

**CITY OF LIBERTY LAKE  
SPOKANE COUNTY, WASHINGTON  
RESOLUTION NO. 14-179**

**A RESOLUTION OF THE CITY OF LIBERTY LAKE, WASHINGTON,  
ESTABLISHING SOCIAL MEDIA ADMINISTRATIVE POLICIES**

WHEREAS, social media such as Facebook, Twitter, YouTube, LinkedIn, etc., are becoming prevalent and widely accepted means of communication; a means preferred by some people; and

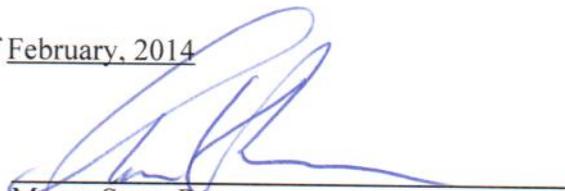
WHEREAS, the City of Liberty Lake, in a continuing effort to better communicate with all citizens, intends to authorize use of social media to communicate information about City projects and issues;

NOW, THEREFORE, be it resolved by the City Council of the City of Liberty Lake, Washington as follows:

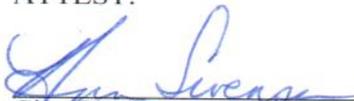
**Section 1.** Social Media Administrative Policies. The City Council hereby approves and adopts the policies, procedures, and guidelines establishing rules for the use of social media attached hereto as Exhibit A and incorporated herein by reference.

**Section 2.** Effective Date. This Resolution shall take effect immediately upon adoption by the City Council.

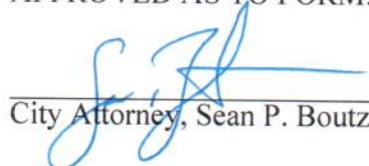
PASSED by the City Council this 4<sup>th</sup> day of February, 2014

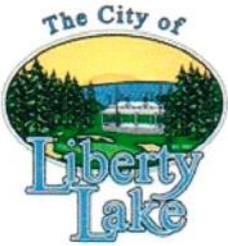
  
\_\_\_\_\_  
Mayor Steve Peterson

ATTEST:

  
\_\_\_\_\_  
City Clerk, Ann Swenson

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney, Sean P. Boutz



# City of Liberty Lake

## Social Media Administrative Policies

### February, 2014

#### CHAPTER 1: INTRODUCTION

##### 1.1 Purpose and Responsibilities

- 1.1.1 Social media tools allow the City of Liberty Lake to share information and facilitate greater community engagement in alignment with City Council goals. The City of Liberty Lake social media policies establish guidelines for City representatives who utilize social media tools for business purposes. The City of Liberty Lake reserves the right to modify these policies as necessary.
- 1.1.2 Social media use shall comply with applicable City policies, the Liberty Lake Municipal Code, and state and federal law.
- 1.1.3 These policies are in place for all City of Liberty Lake employees, temporary employees, elected officials, volunteers, contractors, and vendors who use City communications or equipment.
- 1.1.4 It is the responsibility of individual users to read and abide by relevant policies, to maintain accurate and current information on social media sites to represent the City appropriately.
- 1.1.5 Any employee authorized to post items on any of the City social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- 1.1.6 The Mayor or Mayor's designee shall have the authority to administratively make future amendments to or modifications of these Social Media Administrative Policies, as she/he deems necessary or appropriate.

##### 1.2 Definitions

- 1.2.1 "Social media sites" – content created by individuals using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, Delicious, and Flickr.
- 1.2.2 "City social media sites" – social media sites which the City of Liberty Lake establishes and maintains and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City social media sites shall supplement, and not replace, the City's required notices and standard methods of communication.

- 1.2.3 “Posts” or “a posting” – information, articles, pictures, videos or any other form of communication posted on a City social media site.

## **CHAPTER 2: MANAGEMENT OF SOCIAL MEDIA PLATFORMS**

### **2.1 Site Management**

- 2.1.1 The City of Liberty Lake website, [www.libertylakewa.gov](http://www.libertylakewa.gov) (or any domain owned by the City), will remain the City’s primary means of internet communication.
- 2.1.2 All City social media sites shall clearly indicate they are maintained by the City of Liberty Lake and shall have City of Liberty Lake information prominently displayed.
- 2.1.3 City social media sites currently approved for use by City departments/divisions include Facebook, Twitter, and City of Liberty Lake YouTube accounts.
- 2.1.4 Any additional City social media sites proposed for use must be approved by the Mayor or Mayor’s designee prior to activation.
- 2.1.5 City of Liberty Lake authorized City social media sites are an extension of the City’s information networks and are governed by applicable City policies regarding employee conduct and technology use.
- 2.1.6 Authorized employees shall manage the City social media sites to ensure compliance with the City’s business needs, policies and procedures as well as local, state and federal laws.
- 2.1.7 All authorized users of City social media sites must be approved by the Mayor or Mayor’s designee.
- 2.1.8 The City Clerk will maintain a record of all authorized users, their logins and passwords, and for communicating this information to the Information Technology provider as necessary.

### **2.2: Content**

- 2.2.1 The City social media sites are administered by the City of Liberty Lake, but the content on the sites are not entirely controlled by the City. The City does not endorse any link or advertisements on its social media sites placed by the site owners or their vendors or partners. The City reserves the right to remove any City-controlled content from its social media sites at any time.
- 2.2.2 The official City of Liberty Lake website will remain the City’s primary and predominant internet presence. City social media sites can augment this presence as a means of disseminating time sensitive information as quickly as possible (i.e. – updates on emergencies) and as a method to market or promote City events or opportunities to an identifiable, appropriate audience.
- 2.2.3 Any employee authorized to post items on any of the City social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of

the City social media sites by an authorized City employee shall only reflect the views of the City.

- 2.2.4 Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.
- 2.2.5 The City reserves the right to implement or remove any functionality of its social media sites, when deemed appropriate by the Mayor or Mayor's designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.

### **2.3: Records Management**

- 2.3.1 City social media sites are subject to State of Washington public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a public records request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the City Clerk.
- 2.3.2 Washington state law and records retention schedules apply to City social media formats and City social media content. Unless otherwise addressed in a specific social media standards document, the department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server (or server under contract with another entity, either private or public) in a format that preserves the integrity of the original record and is easily accessible.
- 2.3.3 When feasible and practical, content on City social media sites should not be unique to its social media site and will also be available on the City's primary website. Whenever possible, content posted on City social media sites should contain links directing users to the City of Liberty Lake's official website and wherever possible and reasonable, 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 a newspaper. According to Washington State public records retention requirements, the City is not required to maintain secondary copies of records.
- 2.3.4 Original records may be created when unique information related to City business is provided via City 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 City social media site , "friends", "followers", "fans", etc.;
  - c. Information posted to City 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 sites; and/or comments removed from the City social media sites by City staff.

2.3.5 All City 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. City 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 (2) years. Various methods may be employed to retain public records created on City social media sites.

Options include:

- a. Archiving Software/Service: the City may use software or service designed to capture content from City social media sites for retention and retrieval;
- b. Email: 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: staff may convert social media pages to PDF, and the PDF files saved for retention purposes. This option retains the content and formatting (look and feel) of the original webpage.

## **CHAPTER 3: LEGAL ISSUES**

### **3.1: Open Public Meetings Act**

City Council Members and other officials and appointed volunteers (i.e. members of the Planning Commission, Civil Service Commission, Library Board, Lodging Tax Advisory Committee, and ad hoc appointed citizen advisory committees) shall not comment or otherwise communicate on the City's social media sites. Participating in online discussions may constitute a meeting under the Open Public Meetings Act.

### **3.2: Public Records Act**

See Section 2.3, Records Management.

### **3.3: Limited Public Forum – Prohibited Content**

3.3.1 For all City social media sites that allow posts or comments, those sites are limited to public forums, moderated by City of Liberty Lake staff to ensure content posted by outside users is appropriate.

3.3.2 The City has an overriding interest and expectation in protecting the information posted on its City social media sites and the content that is attributed to the City and its officials.

3.3.3 The following are prohibited content on City social media sites:

- a. Comments not topically related to the particular post being commented upon;
- b. Posts and comments that promote or advertise commercial services, entities or products except as stipulated in the City marketing plans and determined by the City to be essential to economic development;
- c. Political statements, including comments that endorse or oppose political candidates or ballot propositions that are prohibited under state law (RCW 42.52.180);
- d. Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
- e. Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations;
- f. Obscene or sexual content or links to obscene or sexual content;
- g. Illegal activity or encouragement of illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems;
- i. Comments from children under thirteen (13) years of age cannot be posted in order to comply with the Children's Online Privacy Protection Act. By posting on City social media sites, users acknowledge that they are at least thirteen (13) years old. Those younger than thirteen (13) years old may email the City instead;
- j. Content that violates a legal ownership interest of any other party;
- k. Anonymous posts; and
- l. Posts and comments that refer substantively or discuss a quasi judicial matter pending before the Hearing Examiner, City Council and/or Boards and Commissions.

3.3.4 All information and materials generated by the City of Liberty Lake and provided on City social media sites are the property of the City of Liberty Lake. The City retains all copyright and intellectual property rights on all text, graphic images and other content that was produced by the City of Liberty Lake and found on a particular page. Copies of information and material may be printed for noncommercial use, provided the copyright symbol or other such proprietary notice is intact on any copyrighted materials that are reproduced. Any such use shall include, at a minimum, a credit line reading: "credit: City of Liberty Lake Facebook (or Twitter or YouTube) Page" or "Courtesy of City of Liberty Lake."

3.3.5 Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of Liberty Lake. Use of the City logo is prohibited for any nongovernmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If a copyright holder notifies the City of Liberty Lake that it did not use an appropriate credit line the Mayor or Mayor's designee shall request detailed information about the circumstances so that the copyright information can be added or the material in question can be removed.

#### **3.4: Privacy Rights and Security**

3.4.1 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 sites.

3.4.2 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. Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public.

#### **3.5: Comment Policy (Where Comment is Allowed)**

3.5.1 The City of Liberty Lake reserves the right to restrict or remove any content that is deemed to be in violation of its Social Media Administrative Policies or any applicable law.

3.5.2 Prohibited content must be removed immediately and retained as required under the Public Records Act and described in these Social Media Administrative Policies.

3.5.3 Employees are expressly forbidden to misuse any City social media access privileges in any way that may include, but are not limited to:

- a. Using social media accounts for unlawful activities, including violations of copyright laws, or for activities that are malicious or have the effect of harassing other users.
- b. Violating the acceptable use policies of any network to which they connect to the account.
- c. Misrepresenting the City's programs or policies in their communications.

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**CERTIFICATION**

I, Ann Swenson, the undersigned City Clerk of the City of Liberty Lake, of Spokane County, Washington, HEREBY CERTIFY that the foregoing Resolution is a full, true and correct copy of Resolution No. 14-179 duly adopted at a regular meeting of the City Council of said City, duly and regularly held at the regular meeting place thereof on February 4, 2014 of which meeting all members of said City Council had due notice and at which a majority thereof were present; and that at said meeting said Resolution was adopted by the following vote: unanimous.

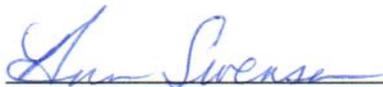
AYES, and in favor thereof: Mayor Pro Tem Kaminskas, and Council Members: Severs, Dunne, Kopelson, Langford, and Olander.

NAYS: None.

ABSENT: Council Member Brickner.

ASTAINED: None.

CITY OF LIBERTY LAKE

  
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CITY CLERK