



CITY WIDE PERSONNEL POLICIES	
POLICY NO. 69.0	TITLE Social Media
REVISION DATE: 10/28/2015	AUTHORIZATION 01/12/2016

69.0 SOCIAL MEDIA

Definition

“Social Media” is an umbrella term for various forms of communication consisting of user-created text, audio and video published in a shared online environment, such as over the Internet or through mobile telephone networks.

Examples of social media include but are not limited to: websites, RSS Feeds (Really Simple Syndication), social networking services, micro-blogs, blogs, wikis, photo-sharing, video-sharing and podcasts.

Communications and Use of Social Media for Business Purposes

City of Tigard departments may utilize social media as one of several tools to enhance communications with citizens and various stakeholder organizations in support of departmental goals and objectives. Authorized representatives will have the ability to make posts, publish articles, facilitate discussions and communicate city information on behalf of their departments.

Social media posts provide a means to increase the reach and consistency of the city’s messaging. Department representatives are encouraged to be aware of and incorporate citywide messaging from Tigard’s Strategic Plan, as well as key messages developed as part of a project’s communication plan.

As employees of the City of Tigard we each have an obligation to meet and uphold the public trust and to communicate with the public responsibly, professionally and in keeping with city personnel policies. Employees are responsible for any online activity conducted using a city-issued email address or other methods that can be traced back to the city’s network, computer equipment or other devices and equipment, all of which may only be used to access social media if related to a valid business purpose, as part of one’s assigned job duties. Employees should have no expectation of privacy while using the city’s email addresses, computer systems and other devices to access social media, and the city will monitor and investigate the use of its equipment as necessary.

Participation Authority and Approvals

The city has a list of approved social media accounts and an established website. In order to provide consistent messaging and branding, use of these established accounts and the city’s website for city related social media communications is expected whenever possible. Exceptions will only be made with pre-approval and when the usage cannot fit within a current site. To request an exception, employees must complete the city’s Social Media Account Request form and submit it to their department director for consideration. If approved by the department director, the form will be forwarded to the City Manager’s office for a final decision.



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Department supervisors and managers are responsible for:

- Recommending and evaluating requests for social media sites, as well as selecting appropriate social media outlets and helping to define a strategy for engagement using social media.
- Recommending staff with the appropriate level of writing skill, discretionary judgment and authority to represent the city on a social media site.
- Regular monitoring of content on each departmental social media site to ensure adherence to the city's policies for appropriate use, message and brand consistency.
- Addressing any issues related to adherence to the policy.

Department directors are responsible for:

- Reviewing and, when appropriate, approving requests for participation in social media to promote their divisions, facilities or programs.
- Periodic monitoring of content of each departmental social media site to ensure adherence to the city's policies for appropriate use, messaging and brand consistency.
- Providing feedback to supervisors and managers when sites do not adhere to the policies or the social media site's terms of use.

The City Manager's office is responsible for reviewing and approving or denying requests forwarded by department directors to participate in social media.

Information Technology staff is responsible for:

- Maintaining a list of social media sites, active account logins, passwords and administrator control options.
- Coordinating with the city's Records Division to ensure any new social media sites are added to the city's social media archive software.
- Working with departments to prevent fraud or unauthorized access.
- Providing training materials or best practice information to assist staff in understanding how to set up and maintain social media sites.

The following standards are to be followed when using social media for business purposes:

1. Employees authorized to represent their departments or the city through social media must conduct themselves at all times as representatives of the City of Tigard and adhere specifically to city



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personnel policies including but not limited to use of city resources, political activities, non-discrimination and ethics.

2. Always be respectful when referring to the city’s citizens, customers, employees, business partners, service providers and vendors. This applies to both the type of information posted and the manner and context in which it is presented.
3. Do not identify such individuals by name, post their pictures or provide other specific information without securing their prior approval.
4. Do not use ethnic slurs, profanity, personal insults or engage in any conduct that would not be acceptable in the city’s workplace or that would violate the city’s anti-harassment policy.
5. Be professional, responsible, accurate and credible. Correct your mistakes immediately noting the information has been updated if possible. Frame any comments or opposing views in a neutral and respectful manner.
6. Adhere to all applicable city policies concerning confidentiality when using social media. Do not discuss or otherwise disclose the city’s proprietary or other nonpublic business information, including private information about Tigard citizens, customers, employees, business partners, service providers and suppliers, or as otherwise required by applicable law.
7. The publishing of non-copyrighted authorized materials, including direct or paraphrased quotes, thoughts, and ideas from non-city staff generally is permitted. However, always cite the source(s) and provide links to the original material where applicable.
8. Except for law enforcement investigative purposes, post only information that has been verified and/or confirmed to be accurate and truthful.
9. Photos/videos of employees may not be posted unless the department has an appropriate signed waiver on file for that photo or video. Photo release forms can be downloaded from the city’s intranet. Contact the city’s Risk Management Division for additional information.
10. Do not endorse commercial products, services or entities, political parties, candidates or groups, or post any information or engage in any online conduct that may violate applicable local, state or federal laws or regulations.
11. It is the employee’s responsibility to review and follow all applicable *Terms of Service or Use* for each social media site they manage. If the terms contradict city policy then the information technology manager and city manager’s office staff should be made aware so a decision can be made about whether use of such media is appropriate.
12. When a social media site allows, post a link to the city’s Social Media Public Policy.
13. Provide links to the city’s website when you want to share forms, documents or more information.



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Submitting Content

Staff members who are not authorized to post content to social media may send suggestions for content to the appropriate staff person for review. If the content is approved it will be moved to the city’s COPE (create once publish everywhere) directory. Staff authorized to post to social media may use the information in the directory as appropriate. The staff person who posts the content is responsible for making sure it meets the requirements of this policy.

Monitoring and Responding to Public Posts/Comments

Social media is a real-time, two-way communication forum involving the public. As such, posts with comments and/or questions from the public will appear on our social media sites. Rapid, well thought out responses to comments and inquires will demonstrate that the city is listening, is interested in people’s thoughts and that we value interacting with Tigard citizens. Staff is encouraged to respond to comments and inquiries as soon as possible, but within no longer than one business day. When a response requires additional time to formulate, staff should acknowledge that the inquiry has been received and give an indication of when a full response can be expected.

Staff members monitoring city social media sites are responsible for responding as indicated below:

<u>Type of comment</u>	<u>Response</u>
Positive, supportive	No response is required; however, an acknowledgment is encouraged.
Question related to department (benign inquiry)	Post response with answer/resources.
Critical, untrue, factually incorrect	Post response with polite justification/explanation or polite correction. If there are repeated re-posts from the individual, request that they email specific staff person for further discussion.
Topic or question unrelated to the department or its mission	Direct person to the correct department for assistance. Delete or hide post.
Negative, inflammatory, offensive or inappropriate	Notify department director. Delete or hide post.

If there are repeated violations of the city’s policy or the social media site’s terms of use by certain individuals or entities, the department director may take steps to exclude posts from those individuals or entities.

Public Records Responsibilities

Social media sites are subject to Oregon’s public records law as contained in Oregon Revised Statutes ORS 192.410 et seq. The City General Records Retention Schedule published by the Secretary of State, Archives



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Division applies to social media postings. Employees are responsible for understanding and following relevant laws and retention schedules.

Whenever possible sites should clearly indicate that any content posted or submitted for posting are subject to public disclosure. Questions related to retention and public records requests should be directed to Tigard's Records Division. Contact the city's information technology manager to verify that the site has been added to the city's social media archive software.

Personal Use of Social Media

The city recognizes that employees, during off-duty hours, may use non-city social media site(s) as a medium of personal self-expression and conversation, and does not seek to discourage these activities. The city does not discriminate against employees who use these mediums for personal interests and/or other lawful purposes, and nothing in this policy seeks to restrict an employee's ability to comment on matters of public concern or exercise their constitutionally protected, lawful speech and association rights.

As a general rule, the city regards the off-duty activities of employees to be their own personal matter. However, there are certain types of off-duty activities that are of concern because of their potentially negative impact to the city's workplace. When an employee is expressing their personal viewpoint in an on-line forum or on social media, employees should not create the impression that they are speaking on behalf of the city or that they have the authority to act as an agent of the city in any way. Employees should be cautious when posting or communicating information in on-line forums that may be considered discriminatory, abusive, profane or offensive toward another employee, contractor, vendor or other person with whom the employee has contact with in the course of their job with the city. Internet and social media activity of off-duty employees may be reviewed by the city to the extent that there is a connection (nexus) to the city's mission or interests, and as otherwise permitted by applicable law.

Employees who engage in conduct that violates city policy and/or interferes with the employee's ability to carry out their employment responsibilities, may be subject to disciplinary action, up to and including termination of employment. It is important to keep in mind that the City's policies against harassment, discrimination, and threats of workplace violence apply to off-duty conduct and conduct online as well as in the workplace. Employee's illegal conduct, including illegal conduct on-line, may also be subject to discipline where the conduct affects an employee's ability to perform their job duties, reflects poorly on the city, or diminishes the public trust.

Privacy Regarding Personal Use of Social Media

Employees have privacy rights regarding personal social media and accordingly, managers and supervisors are barred from requiring employees or applicants to do any of the following: disclose a user-name; allow the review of their accounts; to "friend" a manager/supervisor; establish or maintain a personal social media account; or allow the city to advertise on personal social media accounts. The city will not take any negative employment action against employees or applicants who refuse to comply with any request of the preceding protections list.