

280– Social Media Policy

1.0 PURPOSE

This policy establishes guidelines for the use of social media in the performance of Tukwila Pool Metropolitan Park District (District) business. It also provides guidelines for conduct by District employees who use social media to engage with patrons on behalf of the District. This policy is not intended to address employee's personal use of social media sites; refer to the District Employee Handbook.

2.0 DEFINITIONS

The following terms shall have the meaning provided:

2.1

Employee -- Personnel and Elected officials appointed to a position (regular or volunteer) of service to the District.

2.2

Employer -- The Tukwila Pool Metropolitan Park District.

2.3

Public Record -- Any writing, image, audio file, or video file, 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. Reference (RCW 42.56.010(2)).

2.4

Social Media -- Internet based technology, communication tools with a focus on immediacy, interactivity, user participation and information sharing. Examples include, but are not limited to: social networking communication: Facebook, Twitter, Linked In, Snap Chat, Instagram, etc.

2.5

Social Media Representative -- A District 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 District.

3.0 RESPONSIBILITIES

3.1

It is the responsibility of the Director of Aquatics Operations or board designee to enforce this policy, to ensure that relevant District standards are met, and to ensure that the use of social media platforms meets the District's needs. It is also the responsibility of the Director of Aquatics Operations or board designee to coordinate the activities of Social Media Representative(s) and to oversee the District's social media program.

3.2

It is the responsibility of the Social Media Representative(s) to read and adhere to all policies, to maintain current, accurate information via District social media platforms, and to ensure that the District is being appropriately represented.

4.0 STATEMENTS OF POLICY AND PROCEDURE

4.1

General

4.1.1

Social media platforms must comply with applicable federal, state, county and city laws regulations and policies. This includes adherence to established laws and policies regarding copyright, public records disclosure, record retention, First Amendment rights, privacy laws, and security and conduct policies established by the District.

4.1.2

The best, most appropriate uses of social media platforms for the District fall into three general categories: 1.) as channels for disseminating time-sensitive information as quickly as possible (i.e. emergency information); as 2.) marketing or promotional channels which increase the District’s ability to deliver its message to the widest possible audience, and 3.) as a method of receiving public comment.

4.2

Administration of District’s Social Media Accounts.

4.2.1

Designation of Social Media Representatives – The Director of Aquatics Operations, or Board designee, may designate Social Media Representative(s) as needed.

4.2.2

Request for Creation of Social Media Site - All requests for official District social media sites are subject to review and approval by the Director of Aquatics Operations or board designee. A Social Media Representative must submit the Social Media Site approval form (Appendix A) to the Director of Aquatics Operations or board designee.

4.2.3

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

4.2.3.1

In order to avoid violations, the Director of Aquatics Operations or board designee will review the most current ToS prior to implementing any new social media site. The Director of Aquatics Operations or board designee may ask the District Administrator or BoC for submission of ToS for legal review.

280 – Social Media Policy

4.2.3.2

If the ToS appears to contradict District policies, the Director of Aquatics Operations or board designee will notify the BoC President, who will determine whether the use of such media is appropriate.

4.2.4

Access, Usernames, 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 to the Director of Aquatics Operations or board designee using the Social Media Approval form (Appendix A).

4.2.4.1

Each employee authorized to access and update a social media site must have a unique user account.

4.2.4.2

The Director of Aquatics Operations or board designee will maintain a list of all District social media sites, logins, and passwords. As needed, they may create administrative user accounts to enable the District to change account settings and to immediately add, edit or remove content from social media sites.

4.2.4.3

The Director of Aquatics Operations or board designee will immediately remove all password, access, logins, etc. upon separation or termination of an employee, or upon rescinding of such privileges.

4.3

Site Maintenance, Format and Content

4.3.1

Official Website - The District's official website (www.tukwilapool.org) will remain the District's primary and predominant internet presence.

4.3.1.1

All Social media sites will link to the District's official website.

4.3.2

Language - Although social media sites are more casual than other communication tools, they still represent the District and should maintain a professional image.

4.3.3

Sites, Standards and Templates - For consistency and ease of use, social media sites will use approved names, official titles, and the official District logo in the header/main page whenever possible.

4.3.4

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 on a site that requires

280 – Social Media Policy

membership or subscription, the District will provide an alternate source for the information so those who are not members may have equal access.

4.3.5

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. As a general rule of thumb, social media content should be updated at least twice per week.

4.3.6

Commenting and Discussions - If commenting and discussions are enabled, the following guidelines must be followed:

4.3.6.1

Social media sites are limited public forums, moderated by authorized District employees to ensure content posted by outside users is appropriate. The District 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 4.3.7).

4.3.6.2

The Social Media Representative(s) must immediately report inappropriate content to the Director of Aquatics Operations or board designee who is authorized to approve removal of content prohibited (see Disclaimers 4.3.7).

4.3.6.3

Any content removed from District 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 employee who removed the content.

4.3.7

Disclaimers - Users of District social media platforms shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the District and members of the public on matters directly affecting the operation of the District.

4.3.7.1

All social media sites must include a general disclaimer regarding public records, external links, and advertisements.

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

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 Tukwila Pool MPD and are subject to the privacy and security policies of the owners/sponsors of that site. The District 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 Tukwila Pool MPD or its employees.

4.3.7.2

If comments and discussions are enabled on a social media site, the Comment Policy Disclaimer must be provided directly on the site, or via hyperlink).

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

Comments posted to this page will be monitored. Under the Tukwila Pool MPD Social Media policy, the District reserves the right to remove inappropriate comments, including those that violate the social media platforms terms of service, 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 (RCW 42.17A.555), 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.

4.4

Appropriate Use - All District presences on social media platforms are considered an extension of the District's information networks and are governed by applicable District policies regarding employee conduct and technology use.

4.4.1.

Employees representing the District via social media platforms must always conduct themselves as representatives of the District.

4.4.2

Participation in online discussions by elected or appointed officials may constitute a meeting under the Open Public Meetings Act. Commissioners not comment or otherwise communicate on the District's Social Media site(s).

4.5

Public Records Act Compliance - Any public records created through the use of social media platforms are subject to state and local public record laws and record retention requirements.

4.5.1

Each District-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 4.3.7).

4.5.2

Original records may be created when unique information related to District business is provided via social media platforms which is not provided via the

280 – Social Media Policy

District’s official website or in another format and are therefore subject to the Public records Act and records retention requirement. Example of original records that may be created through use of social media tools include, but are not limited to:

4.5.2.1

Account information (usernames, passwords, etc.)

4.5.2.2

Listings of social media site “friends,” “followers,” “fans,” etc.

4.5.2.3

Information posted to social media site that was not first provided via the District’s official website, press release, or other format.

4.5.2.4

Comments posted by visitors/users of the District’s social media sites; and/or comments removed from the District’s social media site by District employees.

4.5.3

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 Washington State approved records retention schedules for applicable records retention requirements. In general, the majority of content provided by the District on social media sites must be retained for at least two years. Various methods may be employed to retain public records created on social media sites. Options include:

4.5.3.1

Archiving Software/Service: The District may use software or service designed to capture content from social media sites for retrieval and retention.

4.5.3.2

Email Updates: Updates, comments, and account change notifications are sent to a District email account. And retained as described in this section.

4.5.3.3

Website Capture: Web capture tools may be used to capture screenshots of District websites in native format, such as the Washington State Digital Archives website capturing program.

4.5.3.4

PDF Format: Employees may convert social media pages to PDF format, and the PDF files saved for retention purposes.

280 – Social Media Policy

4.6

Privacy and Security

4.6.1

See District's Informational Technology Policy #270 and Employee Handbook for information related to privacy.

4.6.2

Employees may not post any content involving or related to any of the following:

4.6.2.1

Items that are involved in litigation or that could be involved in future litigation;

4.6.2.2

Defamatory, libelous, combative, offensive, disparaging, demeaning, or threatening materials related to any person or group; or

4.6.2.3

Personal, private, sensitive or confidential information of any kind.

4.6.2.4

Items that would violate the Disclaimers set forth in Section 4.3.7 of this policy

