

**CITY OF FLORENCE
RESOLUTION NO. 2, SERIES 2015**

A Resolution Establishing a Policy for Official City Use of Social Media

RECITALS:

1. The City of Florence City Council and management team have determined there is a need to address the use of social media as a communication tool to provide information to the public and other stakeholders.
2. The City of Florence recognizes that the public seeks information about the community through social media sites. These social media outlets have the ability to provide and relay timely information regarding emergencies, public safety, local events, proposed policy changes, and other information available.
3. The purpose of the City of Florence Social Media Policy is to address the use of social media communications the City government utilizes to provide information online; and to encourage the use of social media to further the goals of the City and the City Council to improve communication with the citizens of Florence.
4. The official City of Florence website, www.ci.florence.or.us, and the official Florence Events Center website, www.eventcenter.org, will remain the primary and predominant public source for in-depth information, forms, documents or online services necessary to conduct business with the City. These websites, and their associated functionality will remain the primary and predominant source for City resident and employees to find in-depth information, forms, documents, or online services.
5. It is in the best interest of the community and the City to have a Social Media Policy in place to allow designated employees of the City the ability to post information on official social media sites and allow commentary from the community.

Based on these findings,

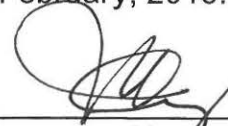
THE CITY COUNCIL OF THE CITY OF FLORENCE RESOLVES AS FOLLOWS:

1. The Social Media Policy, Exhibit A, is adopted by the City of Florence City Council as an administrative policy to be administered by the City Manager's Office. The Social Media Policy is applicable to all employees and departments as well as any affiliated government or non-government officials.

2. This Resolution amends and supersedes all prior policy, written or otherwise, pertaining to the City's official use of social media as a communication tool.
3. This Resolution takes effect immediately upon adoption.

ADOPTION:

This Resolution is passed and adopted on the 2nd day of February, 2015.



Joe Henry, Mayor

Attest:



Kelli Weese, City Recorder

City of Florence Social Media Policy

The goals of the official City of Florence approved social networking sites are:

- To increase public awareness of the City's programs, policies, and services.
- To promote the value and importance of the City's programs, policies, and services among government officials, civic leaders, and the general public.
- To maintain open, professional, and responsive communications with members of the public and news media.

I. PURPOSE

The purpose of this policy is to address the fast-changing landscape of the Internet and the way constituents communicate and obtain information online. To better meet the communication needs of our users, the City of Florence may use social media tools to reach a broader audience and further the communication and public involvement goals of the City where appropriate.

Social Media and Web 2.0 refer to various activities that integrate technology, social interaction, and content creation. Social media allows people to create, organize, edit or comment, combine, and share web content. Social media and Web 2.0 uses ever-changing technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo sharing, video sharing, podcasts, social networking, mashups, widgets, microblogs, and more.

II. GENERAL INFORMATION

All use of social media and any new form of social media must be reviewed and approved by the City Manager or designee. The City's website will remain the City's primary Internet presence.

1. The best, most appropriate City uses of social media tools fall generally into two categories:
 - a) As channels for disseminating time-sensitive information as quickly as possible (i.e. Emergency information), and
 - b) As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
2. Wherever possible, content posted on the City of Florence social media sites should be accessible on the City's website, www.ci.florence.or.us.
3. Wherever possible and appropriate, content posted on the City of Florence social media sites should contain links directing users back to the City's official website.
4. The City Manager's Office will be responsible for the content of any social media sites created. The social media sites will be developed using a city email address which will be directed to staff in the City Manager's Office to archive all messages received from the site.

III. RECORDS RETENTION

In order to comply with the retention requirements of the Oregon Public Records Law (ORS Chapter 192 and OAR Division 166-200), it is the policy of the City that City personnel may not post original content to social media sites unless that content is preserved and retained according to Oregon Public Records Law. 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. The City Manager's Office is responsible for responding completely and accurately to any public records request on a social media site.

IV. SOCIAL MEDIA TOOLS

The City Manager's Office is responsible for overall social media administration. Given that social media sites vary in content and use, the City Manager's Office will review a site before a City account is created based on its need, purpose, and audience. City accounts shall be established and administered by the City Manager or designee. No other employee of the City of Florence is authorized to establish any City of Florence account on any social media site.

The City Manager's Office may authorize designees within departments to represent the City on official City social media sites. These Content Managers shall follow the guidelines set out by this policy in sharing information while representing the City in their official capacity.

City of Florence approved social media outlets shall display the City of Florence logo, disclaimers listed below, and official contact information.

1. Facebook

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. The City's Facebook page is designed to drive traffic to the City's website and to inform more people about City activities. The Facebook page shall serve the following primary purposes:

- Refer followers to content hosted at www.ci.florence.or.us
- Promote City sponsored events
- Provide information during an emergency
- Provide the public with the opportunity to comment on an issue

Content Managers have the option to "push" new items posted to the City Website to the Facebook account. Facebook users will see the post with a link to the news item on the City website.

The City Manager or designee will be responsible for monitoring the comments on the City's Facebook page. If there are comments that require a response or that should be removed, please notify the City Manager's Office. All responses shall be provided to users in a timely manner.

Departments desiring Facebook pages separate from the City account must submit a request in writing to the City Manager detailing the following:

- Target audience
- Purpose of separate page and reasoning why the main Facebook page does not meet the needs of the department

In general, requests for special accounts will be denied unless the account is needed to reach a special audience not currently served by the City's website or Citywide Facebook account.

2. Twitter

Twitter is a microblogging tool that allows account holders to tweet up to 140 characters of information to followers. City departments will communicate information directly to the City of Florence Twitter account alerting followers to news and directing them to www.ci.florence.or.us for more information.

Content Managers have the option to "push" news items posted to the City website to the twitter account. Twitter users are only allowed to use 140 characters in a message with a link to the news item on the City website. In writing the lead of a news release, Content Managers should ensure the key idea the public needs to understand is clearly written in the first 140 characters.

The Twitter account will serve the following primary purposes:

- Refer followers to content hosted at www.ci.florence.or.us
- Promote City sponsored events, programs, and activities
- Provide information during an emergency

NOTE: Twitter does not allow for content editing, therefore, staff posting to Twitter must ensure that information is posted correctly the first time.

The City Manager or designee will be responsible for coordinating responses for the Twitter @reply or direct message functions. If there are comments that require a response, staff should contact the City Manager's Office. Communication with followers shall be consistent and timely.

Departments desiring Twitter accounts separate from the City account must submit a request in writing to the City Manager detailing the following:

- Target audience
- Purpose of separate account and reasoning why the main account does not meet the needs of the department

In general, requests for special accounts will be denied unless the account is needed to reach a special audience not currently served by the City's website or the City's main Twitter account.

3. Vimeo

Vimeo is a video sharing site. Video sharing is a means to share the City's message and distribute content to a larger group of citizens. The City's Vimeo page is designed to all citizens to view recordings of public meetings, to drive traffic to the City's website, and to inform more people about City activities. The Vimeo page shall serve the following primary purposes:

- Make recordings of City Council and other public meetings available to the public
- Refer followers to content hosted at www.ci.florence.or.us
- Promote City sponsored events, programs, and activities through informational videos
- Provide information during an emergency

Content Managers have the option to "push" new items posted to the Vimeo account and either embed them in or link them to the City website and other social media outlets. Vimeo users will be able to view the video and additional information provided in the description. If recordings of meetings are posted, agendas and links back to the meeting page on the City website will be required.

The City Manager or designee will be responsible for monitoring the comments on the City's Vimeo page. If there are comments that require a response or that should be removed, please notify the City Manager's Office. All responses shall be provided to users in a timely manner.

Departments desiring Vimeo pages separate from the City account must submit a request in writing to the City Manager detailing the following:

- Target audience
- Purpose of separate page and reasoning why the main Vimeo page does not meet the needs of the department

In general, requests for special accounts will be denied unless the account is needed to reach a special audience not currently served by the City's website or Citywide Vimeo account.

V. COMMENTS

If a social media site or any other web based platform used by the City allows for comments to be posted by the public, the City Manager or designee reserves the right to moderate comments based on the criteria listed below, which shall be provided as a disclaimer on City approved social media sites.

1. Disallowed Comments

The following forms of content will not be allowed on City controlled social media sites:

- a) Content that violates the terms of use of the social media site;
- b) Content unrelated to the purpose of the site;
- c) Profane language or content;

- d) Content that promotes, fosters, or perpetuates discrimination on the basis of membership in a protected class;
- e) Content the disclosure of which would violate any federal, state, or local law;
- f) Sexual content or links to sexual content;
- g) Solicitations of commerce;
- h) Content that would violate the ownership interest of another party;
- i) Illegal conduct or encouragement of illegal activity;
- j) Information that may tend to compromise the safety or security of the public or public services, including but not limited to: personal information relating to City residents, confidential or sensitive City information, and information that may tend to compromise the safety or security of public buildings, public utilities, public transportation systems, police, fire, or other emergency services; and
- k) Links to:
 - Candidate sites or sites advocating a position on City or other election issues;
 - Corporate commercial sites; or
 - Individual personal pages or websites.

The City reserves the right to determine which comments are unacceptable for its page, and citizens who repeatedly violate this policy may be blocked from the site.

The City's social media sites are monitored by City staff and therefore not monitored under a 24-hour basis. Comments, posts, and questions will be responded to in a timely fashion.

2. External Links

To meet its purpose, the City's social networking sites may contain links to other social networking sites or websites that are not owned, regularly reviewed, or controlled by the City. The provisions of direct links should not be construed as an endorsement or sponsorship of these external sites, their content, or their hosts. In addition, the views and opinions of the authors of documents published on or linked to the City's social networking sites by third parties do not necessarily state or reflect the opinion, policy, or position of the City.

Links to other social networking sites or websites are approved if they meet the following criteria:

- a) They are state, regional, local, or federal government agencies, special purpose districts, hospitals, scientific or cultural organizations serving the Florence area community and public educational institutions.
- b) They are human service organizations that receive direct support from the City of Florence.
- c) They are community festivals and events that are open to the general public and that are sponsored or cosponsored by the City.
- d) No links are allowed to sites containing inappropriate material or to information irrelevant to the City's mission or services.

The City's social networking sites do not provide links to external sites that are strictly political or religious in nature. Links shall not be made to sites that are associated with, sponsored by, or serve a candidate for elected office or any political part or organization supporting or seeking to defeat any candidate for elective office or ballot proposal.

VI. CONFIDENTIALITY OF INFORMATION

City personnel must adhere to all applicable City policies concerning confidentiality when using social media. City personnel may not discuss or otherwise disclose confidential information (including photographs) acquired as a result of their relationship with the City, including but not limited to:

1. Information protected by the Health Information Portability and Accountability Act (HIPAA) and associated federal regulations;
2. Information protected by ORS 192.518 through ORS 192.529;
3. Information exempt from disclosure under the Oregon Public Records Act, ORS 192.410 through ORS 192.505;
4. Information related to legal matters or litigation;
5. Information the disclosure of which would violate any federal, state, or local law; and
6. Information made confidential or exempt from disclosure under state or federal or local law.

City personnel may not use or disseminate photographs or other images taken at a scene or during the course of work done for the City without the prior permission of the City Manager or City Manager's designee. All photographs or images taken at a scene or during the course of work done for the City are the property of the City and must be provided to the City as soon as practicable. Electronic photographs and images will be uploaded to the City's network and erased from the individual's personal electronic device.

VII. EXPECTATIONS OF CITY PERSONNEL

City personnel representing the City through social media must conduct themselves at all times as representatives of the City. Failure to do so may result in discipline as described in the City's Personnel Policies. Posts on the City's social media sites by City personnel must reflect the views, policies and positions of the City. When posting information to the City's social media sites City personnel are responsible for complying with all applicable federal, state, and local laws, regulations, and policies, including but not limited to laws governing copyright, public records, free speech, and privacy.

Pursuant to ORS 260.432, while on the job, during working hours, City personnel may not post content to the City's social media sites that promotes or opposes: 1) any political committee; 2) the nomination or election of a candidate; 3) the gathering of signatures on an initiative, referendum or recall petition; 4) the adoption of a measure; or 5) the recall of a public office holder. Any political posts made by City personnel while not on the job during working hours should clearly state that the views expressed in the post are the personal views of the individual and are not supported or endorsed by the City.

VIII. CONTENT OWNERSHIP

All social media communications and messages composed, sent, or received on the City's IT equipment are the property of the City of Florence. The City reserves the right not to publish any posting, or to later remove it.

IX. DISCLAIMER

To the extent possible, depending on the social media tool and the hosting policies, the City will prominently post the following disclaimer on any City social media site that allows the public to post content to the site:

Comments posted to this page will be monitored. The City reserves the right to remove inappropriate comments, including comments that: 1) contain profane language or sexual content; 2) threaten or defame any person or organization; 3) violate the legal ownership interest of another party; 4) promote illegal activity; 5) promote commercial services or products; 6) compromise the safety and security of the public or public services; 7) perpetuate discrimination on the basis of membership in a protected class; or 8) are not topically related to the particular post. Comments posted to this site by a user other than the City represent the views of that user only and do not reflect the views or policies of the City. The City does not support or endorse comments made by users other than the City.

Communications made through social media will in no way constitute a legal or official notice to the City or to any official or employee of the City for any purpose. Use of this website constitutes acceptance of this policy. Any information posted here is public information and may be subject to monitoring, moderation, or disclosure to third parties.

X. PERSONAL USE OF SOCIAL MEDIA TOOLS

Employees may choose to host personal social networking sites. These sites must remain personal in nature and be used to share personal opinions or non-work related information. When using Social Media for personal business, City personnel may not imply that the content posted is endorsed by the City. For example, City personnel should not use the City's logo on their personal social media accounts, and posts should be made in the individual's personal capacity, not in his or her capacity as City personnel. This helps ensure a distinction between sharing personal views and City views. In addition, City employees should not use their City email account or password in conjunction with personal social networking sites. For more information about personal social networking please see Human Resources.

XI. TERMINATION OF SOCIAL MEDIA TOOLS

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

Approved:

Larry Patterson, City Manager

Date

POLICY RECEIPT AND ACKNOWLEDGMENT FORM

I, the undersigned, acknowledge and understand the following:

1. I have received the City of Florence Social Media Policy which was adopted and became effective on February 2, 2015.
2. I understand that I have the responsibility to read and understand the policy, and to ask my supervisor or the Content Manager for clarification of any information that is unclear to me.
3. By my signature below, I agree to abide by the terms and conditions included in this policy.

(Name- Print Legibly)

(Sign)

(Date)

Employees are responsible to sign and return this document to the City Manager's Office.