

Simple overview of the “Conditions of Use” policy landscape

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In a casual, friendly tone, Carlsbad encourages residents to share information using social media, but offers no page.

Their customer service focus is not unlike Lakewood's, however the city is holding off going live on Facebook.

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- **More thorough conditions of use policies** (Page 8-14)
 - **Midland, Texas** policy is relatively complete.
 - **Fairfax County, VA's** Facebook comments policy is in an obscure location, but is a succinct policy. They are an acknowledged leader in government information technology.
 - **City of Fullerton** Policy 36 is one of the few policies that has specifics in their conditions of use.
- **Broad IT/Internet use/staff policy sample** (Page 12-13)
 - **Seattle's** policy is primarily an internal governing policy. Down the road, we could review along with Fullerton and Brea when it's time to develop staff policies and guidelines.

Lakewood Facebook link

We link to our policy in the red-flagged box shown under our logo in the example below. This location seems to be a norm for both marginal and more substantial policies.

Regardless of how explicit our policy is, this placement makes the policy hard to miss. A few cities do use the "Notes" tab we discussed last week. Some consultants advise placing it in both locations. Our links redirects to "Notes."

City of Lakewood, California | Facebook - Windows Internet Explorer

http://www.facebook.com/LakewoodCalifornia

facebook

Keep me logged in

City of Lakewood, California is on Facebook

Sign up for Facebook to connect with City of Lakewood, California.

City of Lakewood, California

Wall Info Video Notes Join My List

City of Lakewood, California + Others City of Lakewood, California Just Others

City of Lakewood, California From Lakewood Online

Lakewood Civic Center Block Party nears -

On Saturday, June 26 the Lakewood Civic Center and Clark Avenue will rock to the up tempo performance of the LA ALL STARS. The Lakewood Civic Center Block Party and Fireworks Extravaganza begins at 4:00 p.m. and includes fun for kids and families. Click for event flyer ...

Source: Lakewood Online
Published: 2010-05-26 20:20:51 GMT
See More

May 26 at 3:17pm via RSS Graffiti · Comment · Like · View Feedback (2) · Share

City of Lakewood, California From Lakewood Online

LYS baseball/softball/t-ball signups are underway -

Signups for Lakewood Youth Sports baseball, softball and t-ball teams are ongoing through Saturday, May 29 at Lakewood parks. T-ball teams are for boys and girls ages 6-7 and baseball and softball teams are for boys and girls between the ages of 8-17. There are no ...

Source: Lakewood Online
Published: 2010-05-26 20:08:30 GMT
See More

May 26 at 3:17pm via RSS Graffiti · Comment · Like · Share

City of Lakewood, California From Lakewood Online

Summer recreation signups have begun -

Online recreations signups began on May 22 in sync with the arrival of new summer edition recreation catalogs. Walk-in and phone-in registration starts June 7 and many classes begin the week of June 21. New this summer is online registration for swim lessons. Lakewo...

Source: Lakewood Online
Published: 2010-05-25 01:47:48 GMT
See More

May 24 at 8:41pm via RSS Graffiti · Comment · Like · View Feedback (2) · Share

City of Lakewood, California From Lakewood Online

Lakewood, California's only official Facebook page

Conditions of Use
<http://www.lakewoodcity.org/FBpolicy>

City service/information requests
<http://www.lakewoodcity.org/service>

Lakewood's eMagazine
<http://www.lakewoodcity.org/eMagazine>

Information

Location:
5050 Clark Avenue
Lakewood, CA, 90712

Phone:
562-866-9771 x2140

855 People Like This

Monica Juliann
Kris Ugalde
Dawna Nebergall

Done Internet 100%

City of Lakewood, California | Facebook - Windows Internet Explorer

http://www.facebook.com/LakewoodCalifornia#!/LakewoodCalifornia?v=app_23474;

File Edit View Favorites Tools Help

Links QB QB-C Flickr FB GN G LEN LEN ADMIN LOL LOL Admin port CAPIO2010 IMN

City of Lakewood, California | Facebook

facebook

Keep me logged in Forgot y

Email Password

Sign Up City of Lakewood, California is on Facebook

Sign up for Facebook to connect with City of Lakewood, California.

City of Lakewood, California Like

Wall Info Video **Notes** Join My List

Lakewood Conditions of Use Policy for Social Media

Thursday, May 20, 2010 at 5:43pm

1. The intended purpose of the City of Lakewood's participation in this social media site is to share with its citizens information about city-related topics, programs and events.

2. All City of Lakewood customer service and information requests should be made through Lakewood's customer service staff. They can be reached directly at 562-866-9771, extension 2140, or online at <http://www.lakewoodcity.org/service>

3. As a public entity, the City of Lakewood, California must abide by certain standards to serve its constituents in a civil and unbiased manner.

4. The City of Lakewood, California in no way endorses any advertising found on Facebook.

5. Comments should directly pertain to the City of Lakewood, California. Comments or postings containing any of the following inappropriate forms of content shall not be permitted on City of Lakewood, California social media and are subject to unilateral removal and/or restriction by the city without prior notice:

a) Comments not related to the original topic, including obnoxious, random or unintelligible comments;

b) Profane, discourteous, obscene, or pornographic content and/or language;

c) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;

d) Rude, defamatory or personal attacks;

e) Threats to any person or organization;

f) Comments in support of, or in opposition to any political beliefs, campaigns or ballot measures;

g) Promotional announcements;



City of Lakewood, California's Notes

Lakewood Conditions of Use Policy for Social Media
May 20, 2010

Lakewood Connect: eMagazines and RSS are an 'e-ticket' to city information, service portal
Apr 25, 2010

Subscribe to these Notes

City of Lakewood, California's Notes
Subscription Help >

Done Internet 100%

Draft Conditions of Use Policy for Social Media - Lakewood, California

1. The intended purpose of the City of Lakewood's participation in this social media site is to share with its citizens information about city-related topics, programs and events.
2. All City of Lakewood customer service and information requests should be made through Lakewood's customer service staff. They can be reached directly at 562-866-9771, extension 2140, or online at <http://www.lakewoodcity.org/service>
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5. Comments should directly pertain to the City of Lakewood, California. Comments or postings containing any of the following inappropriate forms of content shall not be permitted on City of Lakewood, California social media and are subject to unilateral removal and/or restriction by the city without prior notice:
 - a) Comments not related to the original topic, including obnoxious, random or unintelligible comments;
 - b) Profane, discourteous, obscene, or pornographic content and/or language;
 - c) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - d) Rude, defamatory or personal attacks;
 - e) Threats to any person or organization;
 - f) Comments in support of, or in opposition to any political beliefs, campaigns or ballot measures;
 - g) Promotional announcements;
 - h) Solicitation of commerce, including but not limited to, promotion or advertising of any kind, including a business, organization, event or product for sale;
 - i) Conduct in violation of any federal, state or local law;
 - j) Encouragement of illegal activity;
 - k) Information that may tend to compromise the safety or security of the public or public systems; or
 - l) Content that violates a legal ownership interest, such as a copyright, of any party.
 - m) Comments which include personally identifiable information, such as an address, phone number, social security number or other sensitive information.

Comments by external parties or advertising on the City of Lakewood, California Facebook page are not official public testimony concerning any project or program. An opinion expressed on the City of Lakewood, California's Facebook page is posted for general discussion only and is not a substitute for a formal statement in a public hearing process.

The City of Lakewood, California does not necessarily agree with content posted by City of Lakewood, California Facebook fans. No comments on any Facebook page constitute a binding representation, agreement or an endorsement on the part of the City of Lakewood, California.

The City of Lakewood reserves the right to deny access to City of Lakewood social media sites for any individual, who violates the City of Lakewood's Conditions of Use Policy for Social Media, at any time and without prior notice.

All comments posted to any City of Lakewood Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>. and the City of Lakewood reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

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NOTE:

Existing city policies regulating Internet use during work hours could be expanded to include the use of social media. Further, "best practices" for designated contributors on social media sites might be included in a more detailed staff guide.

The following are potential resources for internal policies: State of California SIMM 66B; Seattle; Fullerton Administrative Policy 36; Brea and Fairfax County.

Carlsbad encourages residents to use social media, but offers no page

<http://www.carlsbadca.gov/about/news/Pages/social-media.aspx?Redirect=1>

Their material has a customer service focus. They are holding off going live with their own Facebook page.

The screenshot shows the City of Carlsbad website. At the top left is the logo with the text "CITY OF CARLSBAD CALIFORNIA" and "Welcome to". At the top right are navigation links: "Carlsbad A-Z", "Site Map", "Jobs", "Contact Us", and "Emergencies". Below these is a search bar with the text "Search this site: City of Carlsbad" and a "Search" button. A secondary navigation bar includes "Home", "Residents", "Doing Business", "City Services", "City Hall", and "About Carlsbad".

The main content area is titled "Welcome to Social Media" and includes the following text: "The City of Carlsbad encourages visitors to its website to share information with friends, colleagues and family. The icons shown below are shortcuts to popular social media websites, such as Facebook, MySpace and social bookmarking sites. These shortcuts make it easy to receive and share information about Carlsbad with friends and colleagues."

Three icons are shown with their respective descriptions:

-  Click on this icon to post information from a page to a [Facebook](#) wall or personal profile.
-  Click on this icon to post information from a page to a [MySpace](#) site or personal profile.
-  Use this icon to tag and save Web pages as bookmarks on the [Delicious](#) Web site. Then share these bookmarks with friends and colleagues.

On the right side, there are two sections: "Related Topics" with links for "City news", "Hot topics", and "Terms of use"; and "Resources" with links for "City Twitter feed", "City YouTube channel", and "Subscribe to city news". Below these is a "Share" section with icons for Facebook, email, MySpace, and Digg, and a "What's this?" link.

On the left side, there is a "Newsroom" menu with links for "Events Calendar", "Visitor Information", "Maps and Directions", "History", and "Demographics".

Social Media Terms of Use

The City of Carlsbad is new to this whole social media thing. While we're getting use to it, we are not using all the functions and features, like having online discussions and letting people comment on our stuff. We do want to hear from you, but for now you'll have to get in touch the [old fashioned way](#). Thanks for understanding. We hope you find the information we post useful and that it makes it easier for you to find out about what your local government is up to.

The contact person at the City of Carlsbad for social media sites is:

Kristina Ray, communications manager
Kristina.ray@carlsbadca.gov
760-434-2957

Here's the legal part

The goal of the city's social media channels is to provide information of interest to the Carlsbad community concerning the functions, activities, programs and issues of the city, and to facilitate the community's ability to learn about and participate in its city government.

This serves as an online information source focused on city issues, projects, news and events, and is not intended as a public forum. Due to legal issues specific to government agencies, the city is not enabling comments or submissions on this social media channel from the public at this time. The City of Carlsbad encourages and provides many opportunities for the public to provide input into city decision making and participate in local government. For more information, please visit the [participate in government](#) section of the city's website.

This site is administered by the City of Carlsbad, but the content on this site is not entirely controlled by the city. The City of Carlsbad does not endorse any link or advertisements placed on its social media sites site by the site owners or their vendors or partners.

The city reserves the right to remove content it posts from its social media sites.

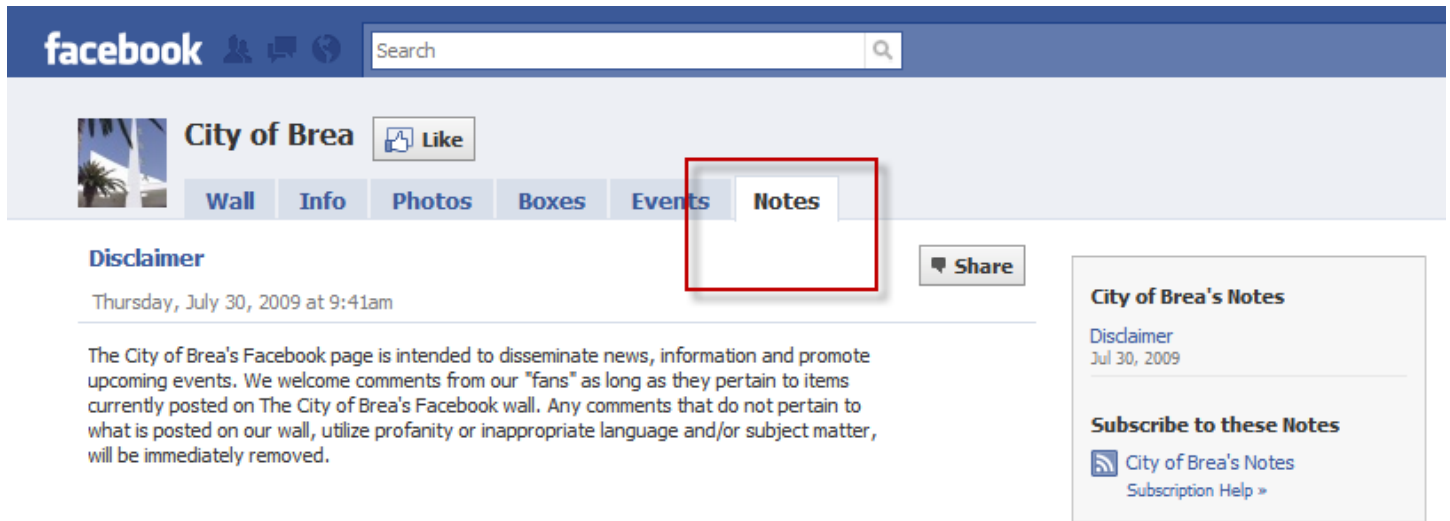
Limited policies that use the Facebook front page box:

Long Beach

Alexandria, VA

Slightly more developed policy using “notes”:

Brea, California



The screenshot shows the Facebook interface for the City of Brea. At the top, there is a search bar and the Facebook logo. Below that, the profile picture and name 'City of Brea' are visible, along with a 'Like' button. A navigation menu includes 'Wall', 'Info', 'Photos', 'Boxes', 'Events', and 'Notes', with the 'Notes' tab highlighted by a red box. A 'Share' button is also present. The main content area features a 'Disclaimer' post dated Thursday, July 30, 2009 at 9:41am. The disclaimer text reads: 'The City of Brea's Facebook page is intended to disseminate news, information and promote upcoming events. We welcome comments from our "fans" as long as they pertain to items currently posted on The City of Brea's Facebook wall. Any comments that do not pertain to what is posted on our wall, utilize profanity or inappropriate language and/or subject matter, will be immediately removed.' To the right, there is a 'City of Brea's Notes' section with a 'Subscribe to these Notes' button and a link to 'City of Brea's Notes Subscription Help »'.

[Disclaimer](#)

The City of Brea's Facebook page is intended to disseminate news, information and promote upcoming events. We welcome comments from our "fans" as long as they pertain to items currently posted on The City of Brea's Facebook wall. Any comments that do not pertain to what is posted on our wall, utilize profanity or inappropriate language and/or subject matter, will be immediately removed.

More substantial policies:

Midland, TX uses the Facebook box that links to a policy on the city website.

facebook

Search

City of Midland, Texas

Wall Info Photos Video Events Notes >>

City of Midland, Texas + Others **City of Midland, Texas** Just Others

City of Midland, Texas The City is developing its 2010-11 Community Development Program. A public hearing will be held at City Hall on May 11 at 7 p.m. The purpose of the hearing is to inform the public of past usage of CDBG funds, allow staff to present applications and proposals for the use of CDBG funds, and to receive input and receive ...
See More
2 hours ago

City of Midland, Texas The City has partnered with CRMWD, KMB, and Suddenlink to encourage citizens to start saving water. Several PSA's can be seen below. Each PSA has a specific tip on how to save water. By saving water we are helping ensure our water reservoirs for future generations plus saving money. So Do Your Part... Drop by Drop. Start Saving Water Today.
May 6 at 2:08pm · View Feedback (5)

City of Midland, Texas Do your part... Drop by Drop. Start Saving Water Today.

Summer vs. Winter [HQ]
Length: 0:29
May 6 at 2:01pm · View Feedback (4) · Share

City of Midland, Texas Do your part... Drop by Drop. Start Saving Water Today.

Best Yard on the Block [HQ]
Length: 0:29

Suggest to Friends

Population: 101,033

Located in the heart of West Texas, Midland tops the list of Best Cities to Do Business.

Official City of Midland Facebook Page. Please read our Terms and Conditions at <http://www.midlandtexas.gov/terms.html>.

Information

Location:
300 N. Lorraine
Midland, TX, 79703

Phone:
432.685.7100

Mon - Fri:
8:00 am - 5:00 pm

Midland policy

Social Media Applications

The City of Midland maintains several social media applications, in order to provide information to the public. This statement applies to any information collected from these applications, (e.g. [Nixle](#), [Twitter](#), [Facebook](#), [Flickr](#), [YouTube](#), etc.). The information collected is used to process requests or respond to messages. The City of Midland encourages you to communicate by using www.MidlandTexas.gov and not through the social media applications.

AGREEMENTS

In an effort to communicate with a larger audience, the City of Midland maintains various types of social media applications. By accessing these applications, you are agreeing to the terms and conditions as stated below.

Facebook

You can become a Fan of the City of Midland's Facebook page at <http://www.facebook.com/pages/Midland-TX/City-of-Midland-Texas/166892983177>. The City of Midland intends to promote effective communication and maintain a respectful dialogue. In that spirit, the rules for posting external comments on Facebook maintain a productive and open forum for community discussion. Our moderators use these rules to ensure that posted comments are constructive and suitable for all readers, while respecting a range of opinions and points of view. Moderation will take place during the City of Midland's normal business hours. Posted comments must comply with the following regulations:

- Comments must be civil and may not contain slanderous, libelous, malicious, offensive, threatening, profane, or insulting language.
- References to the personality of individuals or personal attacks will not be permitted.
- Advertising or promotional announcements are not permitted.
- Comments must be within the scope of the topic under discussion.
- Comments cannot include personally identifiable information, such as an address, phone number, social security number or other sensitive information.

- Comments cannot represent a person other than the one posting the comment.
- Comments containing links to other web sites or pages must be relevant to the topic.
- Comments cannot serve electoral campaign purposes. Political messages will not be published.
- Participants are responsible for what they post. Comments must not breach any law, confidentiality, or copyright.

Comments by external parties on City of Midland Facebook page are not official public testimony concerning any project or program. An opinion expressed on the City of Midland's Facebook page is posted for discussion only and is not a substitute for a formal statement in a public hearing process. The City of Midland does not necessarily agree with content posted by City of Midland Facebook Fans. Nothing in any Facebook page constitutes a binding representation, agreement or an endorsement on the part of the City of Midland. The City of Midland will delete any comment that violates this agreement. users will be blocked and/or reported to Facebook. In addition to this agreement Fans who also violate **Facebook Terms and Conditions** will be reported to Facebook and blocked from the City of Midland's Facebook page. The City of Midland's Facebook account is hosted by Facebook. Therefore in addition to this agreement, said account is also governed by a separate **Privacy Policy** and **Statement of Rights and Responsibilities**.

“Get Fairfax” promotional page

<http://www.fairfaxcounty.gov/opa/getfairfax/>

The screenshot shows the 'Get Fairfax County' page. At the top is a navigation bar with links for Home, Living Here, Doing Business, Visiting, and Departments & Agencies, along with a search bar. Below the navigation bar is a sidebar with an 'Index' menu containing links like 'Contacts/Directions', 'Public Affairs Home Page', 'News to Use', 'News Releases', 'RSS News Feeds', 'Media Relations', 'Podcasts', 'Emergency Information', 'Board of Supervisors Presentations', 'Weekly Agenda', 'County Awards', and 'Access Fairfax'. The main content area features a 'Get Fairfax County' banner with the text 'We make it easy to get all the latest on local news and events, community issues, and more. Here's how you can stay in touch with Fairfax County.' Below this is a 'Social Media Web Sites' section with icons for Facebook, Twitter, YouTube, Flickr, and SlideShare, each with a list of associated entities like 'County Government', 'Library', 'Police', and 'Sheriff'.

Fairfax County’s Facebook comments policy is in a tabbed location and is thorough but succinct.

The screenshot shows the Facebook page for Fairfax County Government. A red box highlights the 'Comments Policy' link in the dropdown menu that appears when hovering over the 'Comments' icon. The page content includes a 'Wall' section with posts about 'Building Safety Week' and 'Celebrate Trees'.

Fairfax County comments policy

We welcome you and your comments to <http://www.facebook.com/fairfaxcounty>

The purpose of this site is to present matters of public interest in Fairfax County, including its many residents, businesses and visitors. We encourage you to submit your questions, comments, and concerns, but please note this is a moderated online discussion site and not a public forum.


Once posted, the County reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group. Further, the County also reserves the right to delete comments that are:

- (i) Spam or include links to other sites;
- (ii) Clearly off topic;
- (iii) Advocate illegal activity;
- (iv) Promote particular services, products, or political organizations;
- (v) Infringe on copyrights or trademarks;
- (vi) Use personally identifiable medical information; We recommend you not share any of your medical information on our Facebook Pages.

Please note that the comments expressed on this site do not reflect the opinions and position of the Fairfax County government or its officers and employees. If you have any questions concerning the operation of this online moderated discussion site, please contact the [Office of Public Affairs](mailto:publicaffairs@fairfaxcounty.gov) at publicaffairs@fairfaxcounty.gov.

Updated Nov. 13, 2009

Fullerton's potential public policy, though well-drafted, is buried inside a longer, administrative policy and NOT displayed on their Facebook page

	<p>ADMINISTRATIVE POLICY</p> <p>Originating Department: City Manager <u>Subject:</u> Social Media Policy</p>	<p>NO. 36</p> <p>January 19, 2010</p>
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PURPOSE:

This policy establishes guidelines for the establishment and use by the City of Fullerton of social media sites (including but not limited to Facebook and Twitter) as a means of conveying City of Fullerton ("City") information to its citizens.

The intended purpose behind establishing City of Fullerton social media sites is to disseminate information from the City, about the City, to its citizens.

The City of Fullerton has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on City social media sites.

For purposes of this policy, "social media" is understood to be content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr. For purposes of this policy, "comments" include information, articles, pictures, videos or any other form of communicative content posted on a City of Fullerton social media site.

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COMMENT POLICY FROM INTERNAL ADMINISTRATIVE POLICY:

1. As a public entity the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
2. The intended purpose behind establishing City of Fullerton social media sites is to disseminate information from the City, about the City, to its citizens.
3. Comments containing any of the following inappropriate forms of content shall not be permitted on City of Fullerton social media sites and are subject to removal and/or restriction by the Public Information Coordinator or his/her designees:
 - a. Comments not related to the original topic, including random or unintelligible comments;
 - b. Profane, obscene, or pornographic content and/or language;
 - c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - d. Defamatory or personal attacks;
 - e. Threats to any person or organization;
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - g. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - h. Conduct in violation of any federal, state or local law;
 - i. Encouragement of illegal activity;
 - j. Information that may tend to compromise the safety or security of the public or public systems; or
 - k. Content that violates a legal ownership interest, such as a copyright, of any party.
4. A comment posted by a member of the public on any City of Fullerton social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Fullerton, nor do such comments necessarily reflect the opinions or policies of the City of Fullerton.

5. The City of Fullerton reserves the right to deny access to City of Fullerton social media sites for any individual, who violates the City of Fullerton's Social Media Policy, at any time and without prior notice.
6. Departments shall monitor their social media sites for comments requesting responses from the City and for comments in violation of this policy.
7. When a City of Fullerton employee responds to a comment, in his/her capacity as a City of Fullerton employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other City employees.
8. All comments posted to any City of Fullerton Facebook site are bound by Facebook's Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>. and the City of Fullerton reserves the right to report any violation of Facebook's Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

Seattle, WA policy is a broad governing document



City of Seattle Social Media Use Policy <http://www.seattle.gov/pan/SocialMediaPolicy.htm>

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Seattle departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City of Seattle has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

General

1. All City of Seattle social media sites posted by executive departments will be subject to approval by the Mayor's communications director.
2. The City of Seattle's websites (Seattle.gov, SeattleChannel.org, SeattleCenter.com, SPL.org, etc.) will remain the City's primary and predominant internet presences.
 - a. The best, most appropriate City of Seattle uses of social media tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - ii. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
 - b. Wherever possible, content posted to City of Seattle social media sites will also be available on the City's main webs.
 - c. Wherever possible, content posted to City of Seattle social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City of Seattle.
3. As is the case for City of Seattle's web sites, departmental public information staff will be responsible for the content and upkeep of any social media sites their department may create.
4. Wherever possible, all City of Seattle social media sites shall comply with all appropriate City of Seattle policies and standards, including but not limited to:
 - a. [Acceptable Use of City Digital Equipment, Internet Access, Electronic Communications and Other Applications](#)
 - b. [Web Presentation and Accessibility Standards](#)
 - c. [Blogging Policy](#)
 - d. [Online Privacy and Security Policy](#)
 - e. [Policy on Non-Government Information and Links](#)
 - f. [Inclusive Outreach & Public Engagement Executive Order](#) & [Inclusive Public Engagement Policy](#)

Any exceptions will be approved by the DoIT Citywide Web Team and subject to review by the Chief Technology Officer and the appropriate branch public information authority.

5. City of Seattle social media sites shall comply with Seattle Ethics and Elections code and administrative rules.
6. City of Seattle 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. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request (see the City of Seattle [Twitter](#), [Facebook](#) and [CityLink](#) standards). 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 relevant departmental public disclosure officer.
7. Washington state law and relevant City of Seattle records retention schedules apply to social media formats and 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 in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the City of Seattle [Twitter](#), [Facebook](#) and [CityLink](#) standards.
8. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. City of Seattle social media site articles and comments containing any of the following forms of content shall not be allowed:
 - a. Comments not topically related to the particular social medium article being commented upon;
 - b. Comments in support of or opposition to political campaigns or ballot measures;
 - c. Profane language or content;

- d. Content that promotes, fosters, or perpetuates 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;
- e. Sexual content or links to sexual content;
- f. Solicitations of commerce;
- g. Conduct or encouragement of illegal activity;
- h. Information that may tend to compromise the safety or security of the public or public systems; or
- i. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see the City of Seattle [Twitter](#), [Facebook](#) and [CityLink](#) standards).

9. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
10. The City will approach the use of social media tools as consistently as possible, enterprise wide.
11. All new social media tools proposed for City use will be approved by the Chief Technology Officer and the appropriate department's public information authority.
12. Administration of City of Seattle social media sites.
 - a. The DoIT Citywide Web Team will maintain a list of social media tools which are approved for use by City departments and staff.
 - b. The DoIT Citywide Web Team will maintain a list of all City of Seattle social media sites, including login and password information. Departmental public information officers will inform the DoIT Citywide Web Team of any new social media sites or administrative changes to existing sites.
 - c. The City must be able to immediately edit or remove content from social media sites.
13. For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - a. Operational and use guidelines
 - b. Standards and processes for managing accounts on social media sites
 - c. City and departmental branding standards
 - d. Enterprise-wide design standards
 - e. Standards for the administration of social media sites

Social Media Standards

The following social media tools have been approved for use by the City of Seattle:

- Video - [Video Posting Standard](#)
- Twitter - [Twitter Standard](#)
- Facebook - [Facebook Standard](#)
- CityLink - [CityLink Standard](#)