

CITY OF MOUNT RAINIER SOCIAL MEDIA POLICY

Introduction and Purpose of the City's Use of Social Media

This policy establishes acceptable and appropriate use of social media on behalf of the City and the City's oversight of public input on the City's social media outlets.

The purpose of social media use by the City is to facilitate the exchange of information about City facilities, programs, services, and activities between the City and the public.

Examples of social media sites include Facebook, Twitter, blogs, Instagram, Google+, Vine, MySpace, RSS, YouTube, Second Life, LinkedIn, Delicious, Wikipedia, and Flickr.

To address the fast-changing landscape of the internet and the way residents communicate and obtain information online, the City of Mount Rainier may use social media tools to achieve its stated goals, including increased civic participation by residents.

For purposes of this policy, "social media" means platforms that the City uses to make content publicly available on the internet and allow viewers to post their own content in response.

The City realizes that rules are necessary to assure that communications made on behalf of the City are properly authorized and in correct form; that communications to the City by means of social media that can be viewed by the public are appropriate, legal, and pertinent; that all communications to the City are directed to the proper recipient; and that the sender is clearly and fully informed that a message received by means of social media is not a substitute for required reporting procedures.

Official Social Media Activity

The purpose of social media use by the City is to facilitate the exchange of information about City facilities, programs, services, and activities between the City and the public.

1. This policy governs all social media use by or on behalf of the City and/or other groups appointed or designated by the authority of the City Council and/or the City Manager, excepting the Mayor and other Members of the City Council. The Mayor and Members of the City

Council reserve their autonomous mandate as democratically elected officials to represent their constituents in all media independently of the policies that govern other city employees.

2. The City's social media accounts will be centrally managed as designated by the City Manager. The account manager/s may delegate representatives of individual departments or instrumentalities of the City to assist with social media activity that conforms to this Social Media Policy.
3. All City activities on social media are an integral part of the City's information networks and must comply with all rules and policies governing the City's computers and electronic media.
4. Any person managing or operating social media accounts under the authority of the City Manager is responsible for complying with applicable federal, state, and City laws and policies. This includes adherence to the First Amendment, federal intellectual property laws, the Maryland Public Information Act (PIA), Maryland Open Meetings Act, the Ethics Chapter of the City Code, the City of Mount Rainier Personnel Policies and Procedures Manual, including:
 - a. Do not reproduce material subject to copyright or trademark without express written permission of the intellectual property holder or consulting with the City Attorney to determine if the material falls under the fair use exception.
 - b. Do not disclose information prohibited from public disclosure, including personnel records, trade secrets, records of law enforcement investigations, personal medical records, confidential commercial information, or personal financial information.
 - c. Do not disclose confidential information such as predecisional internal communications between City officials and employees without authorization from the City Manager.
 - d. Do not disclose communications with the City Attorney or other attorneys representing the City or publish information relating to legal matters, including potential litigation, without authorization from the City Manager and the City Attorney.
 - e. Do not endorse a candidate for office.
 - f. Do not use a City social media site for your personal gain or the private gain of another.
5. Wherever possible, links to more information should direct users back to the City's official website.
6. Official social media content posted by City employees under the authority of the City Manager (e.g. tweets) may be anonymous under the assumption that the employees represent the City. When not officially representing the City, and in all comments that are subordinate to another post and/or that directly address or reply to a member of the

public, employees must identify themselves by name or initials, and when relevant, by role at the City. All municipal policies are applicable to interactions on social media sites.

7. The City Manager shall designate an account manager/s to monitor official content on all of the City's social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the City.
8. The account manager/s shall have the authority to remove any content posted under the authority of the City Manager from any City social media site at any time, subject to archiving and retention requirements. They shall also have the authority to remove illegal or commercial content posted to the City's social media accounts by the public.

Ownership and Maintenance

The City's social media sites are owned by and maintained by the City, and they follow the City's Social Media Policy.

To preserve the public's trust in the reliability of the City's social media content, only official sites of the City may use the City's logo and/or seal to claim or imply the authority of its content.

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. Any content removed based on these guidelines, including the time, date and identity of the poster, when available, will be retained by the City's social media account manager/s for at least 180 days.

Employees publicly representing either themselves or the City government on City social media sites must conduct themselves in accordance with all City policies. Violations of this Social Media Policy and violations of any other City Policy when utilizing social media shall be grounds for disciplinary action, up to and including termination.

Public Postings on City Social Media Sites

1. The following policy shall be published on the City's web site, displayed to users of social media web sites, and/or made available by hyperlink:

This site is a limited public forum, limited to the discussion of matters related to The City of Mount Rainier, its interests and its residents. We encourage you to submit

comments. The City reserves the right to delete any content or comment that:

1. Is off topic;
2. Is a solicitation or advertisement for commercial products or services;

Subjects the City to legal liability according to the judgment of the City Manager and/or City Attorney.⁴ Is obscene under legal standards; or

5. Is speech that is unprotected by the First Amendment that the City deems inappropriate for the site, including fighting words, obscenities, defamatory speech, threats, criminal speech, and harassing speech.

The City reserves the right to delete comments that are more than thirty (180) days old. By virtue of providing content to a City social media site, you agree that you have no expectation of privacy in the information provided. The City is not responsible for and does not endorse any links embedded in comments posted to this site by third parties.

This site is not subject to continuous monitoring by City officials and should not be utilized to request City services, report crimes, or raise other issues that require prompt response. This site does not circumvent or supersede the City's normal business practices or processes. For example, requests for public records are not properly submitted through social media. Content submitted to this site is not legal notice to the City. For example, notice through this site shall not satisfy the requirements of the Local Government Tort Claims Act, and requests for records under the Public Information act should be submitted to the custodian of the records sought.

Information (photos, videos, etc.) you share with or post to this site is also subject to the Terms of Service of the host site and may be used by the owners of the host site for their own purposes. Social media sites are third party sites

and have terms of service and policies that are not governed by the City of Mount Rainier.