

Policy Name: Social Media
Section: 3000 Operational: 3100 Administrative
Policy Number: 0000

Purpose: This policy establishes guidelines for the establishment and use by the District of social media sites (including but not limited to Facebook, blogs, YouTube, and Twitter) as a means of conveying Park District information to its citizens.

Reference: None applicable

Policy:

1. The establishment and use by any District department of social media sites must be approved by the Executive Director or his/her designee before establishing the account.
2. The Executive Director or his/her designee will be responsible for ensuring that any staff person approved to establish and administer a social media account has received the appropriate training and agrees to abide by District policy and procedures outlining the use of social media.
3. Such authorized users will acknowledge that as employees of the Park District they represent the agency when posting on District social media sites and must conduct themselves in an appropriate manner and in accordance with District policies.
4. District social media sites will be clearly identified and maintained as Park District sites.
5. The Park District's website will remain the District's primary and predominant internet presence.
6. Wherever possible, District social media sites will link back to the official Park District website for forms, documents, online services and other information necessary to conduct business with the District.
7. All District social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
8. District social media sites are subject to the Washington State Public Records Act. Any content maintained in a social media format that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, is a public record subject to public disclosure.
9. The staff person designated by the Executive Director to oversee marketing and public relations for the District will facilitate site backup procedures and monitor overall content on District social media sites to ensure adherence to the District's social media policy and adherence to WA State record retention requirements.
10. 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. Any content removed based on these guidelines will be turned over to the staff person designated by the Executive Director to oversee retention of District records.
11. District social media sites may be used for posting District or outside party comments. Outside party comments are considered a public record and must be retained according to the WA State retention schedule.
12. Comments posted on topics or issues not within the jurisdictional purview of the Park District may be removed.

13. District social media sites may include links to other non-profit community or municipal websites, or the websites of corporate partners/event sponsors. Such requests will be submitted to the District's Executive Director or his/her designee.

Guidelines for Posting Comments on Social Media:

As a public entity the District must abide by certain standards to serve all its constituents in a civil and unbiased manner.

Comments containing any of the following inappropriate forms of content are subject to removal and/or restriction by the Executive Director or his/her designee. These include comments posted by the District or outside parties:

- Comments not related to the original topic, including random or unintelligible comments
- Profane, obscene, violent, or pornographic content and/or language
- Defamatory or personal attacks
- Threats to any person or organization
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin
- Comments in support of, or in opposition to, any political campaigns or ballot measures
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities
- Solicitation of outside commerce, including but not limited to advertising of any business or product for sale.
- Conduct in violation of any federal, state or local law
- Encouragement of illegal activity
- Content that violates a legal ownership interest (such as a copyright) of any party
- Information that may tend to compromise the safety or security of the public or public systems

A comment posted by a member of the public on any Park District social media site is the opinion of the commentator or poster only, and publication of such comments does not imply endorsement of, or agreement by the District, nor do such comments necessarily reflect the opinions or policies of the Park District.

The District reserves the right to deny access to Park District social media sites for any individual who violates the District's social media policy, at any time and without prior notice.

Department authorized users will monitor their social media sites for comments requesting responses from the District and for comments in violation of this policy. Comments in violation of this policy will be removed and retained for the appropriate retention period as outlined in number 10 above.

When an employee responds to a message on a District's social media site such as Facebook, the response will be done as a District employee, and the employee's name and title will be indicated. The employee will not share personal information about himself or herself, or other District employees.

District employees are not to post or respond to comments on public social media sites that pertain to the Park District.

The above guidelines for posting comments will be displayed to users on District social media sites or made available by hyperlink to the District's website when feasible.