



CITY OF BEND

SOCIAL MEDIA ACCOUNT POLICY

Policy No. ADM 2023-1

Bend Municipal Code Section 1.30.005 provides the City Manager with authority to adopt administrative regulations, policies and guidelines. All regulations, policies and guidelines adopted by the City Manager shall be consistent with the City of Bend Charter, the Bend Code, and Council ordinances.

The following policy conforms to the above stated standards.

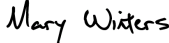
Authorized by City Manager:

DocuSigned by:

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Eric King, City Manager

Dated: 1/12/2023

Reviewed by Legal Counsel:

DocuSigned by:

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Mary Winters, City Attorney

Dated: 1/12/2023

Policy No.: ADM 2023-1
Adopted: 01/12/2023
Revised:
Revision No.

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I. POLICY STATEMENT

It is the policy of the City of Bend that social media can be an effective outreach tool to engage the community, disseminate information, and promote programs, initiatives and services.

II. DEFINITIONS

For the purpose of this Policy, the following definitions apply:

A. "Social Media Channels" – Digital platforms that allow users to create and share information, ideas or questions with other users or audiences. Social media channels include but are not necessarily limited to Facebook, Twitter, Instagram and Pinterest.

B. "Social Media Presence" – The specific account/profile that a user or organization has on a social media channel.

C. "Post" – Any content generated or shared on social media presences. Posts can include, but are not limited to, messages, links, images, maps, videos and emoticons.

D. "Content" – Text, messages, maps, links, photos or videos used in a post.

E. "Comment" – A post made in response to a post.

III. APPLICABILITY

This Policy applies to all employees, volunteers, and agents of the City of Bend, but does not apply to elected officials.

IV. POLICY & PROCEDURE

To most responsibly manage online relationship and conversations, the City's Communications Department has authority to establish and manage all of the City's social media accounts and will be responsible for content deployment and all aspects of administration and management, including but not limited to content management. The Communications Department may, at its discretion, designate administration and/or management of particular social media accounts to other City departments or employees. No new social media accounts may be established without prior approval of the Communications Department, which also has authority to review accounts, to establish and terminate accounts, to monitor and respond to comments from the public, and to post updates and content on behalf of the City.

City departments and employees may not create social media accounts on behalf of the City, or that appear to be the City, without review and approval from the

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Communications Department. Instead, they are directed to recommend and generate draft content (news, photos, videos) for use on official City social media accounts and submit the material to the Communications Department (or designee) for review and posting.

This Policy is intended to allow for the strategic, coordinated timing of consistent information, the maintenance of a clear voice over time and across City social media channels, and to augment and maximize engagement opportunities for and with the public. The Policy also allows departments to maximize their messaging and benefit from the large existing following of established City of Bend social media presences.

V. SOCIAL MEDIA COMMUNICATIONS ON BEHALF OF THE CITY OF BEND

A. Selection of Social Media Channels

Use of any new social media channels must be approved by the Communications Department (or designee) in coordination with the City Attorney's Office.

B. Establishing New Social Media Accounts

- Authorized representatives of the Communications Department (or designee) who set up accounts on behalf of the City must use a City email account created by the IT Department specifically for use with the social media account.
- Where possible, accounts should link to or post the City's Social Media Comments Policy (attached).
- If the Communications Department authorizes a new account, the Communications Department will be provided with all relevant account information, including all authorized users and all log in and password information. This information must be kept current, and the Communications Department, in its discretion, must authorize any changes or additions of authorized users in advance.

- Established social media accounts are listed in the Addendum.

C. Content Development

- Content shared on official City social media channels should reflect the values and priorities of the City of Bend.
 - Content created or shared by the City will not:
 - Use vulgar, profane, violent, sexist, racist, threatening, or other offensive language or imagery.
 - Post information for personal gain.
 - Use inappropriate humor.

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- Violate any applicable federal, state or local laws, or promote any violation of law.
 - Infringe on copyright or intellectual property rights.
 - Engage in political advocacy in violation of state law.
 - Violate any City policies.
 - Promote or perpetuate, in any fashion, discrimination in any form on the basis of race, sexual orientation, religious beliefs, color, age, gender identity, marital status, national origin, disability, or other protected status or class.
 - Selectively promote solicitation of commerce or a specific business unless a purpose can be demonstrated within the context of City operations.
 - Compromise the safety or security of the public.
 - Violate the reasonable expectations of privacy of its subjects (through images or information).
 - Provide false, libelous or defamatory information.
- Content developed for social media use should link to the City's official website (www.bendoregon.gov) whenever possible.
 - A departmental social media account's authorized administrator should only post content that is relevant to the department, program or service represented and for which the administrator is the subject matter expert.

D. Brand Management and Identity Standards

- All City social media presences should be clearly identified as official City of Bend assets, using the City's logo or department logo as the identifying image. They should also include City of Bend in the Account name. In no event may the City's or a department's logo be used on any account not authorized by the Communications Department.
- Social media presence (and content) should reflect the City's graphic standards and key messages.

E. Public Comments / Engagement

- A driving goal of social media is to promote effective two-way communication with members of the public and other key stakeholders. Comments from all parties are to be encouraged and welcomed, often directly by a post itself. Both positive and critical comments about the City of Bend, its programs or policies are welcome.

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- Any comment, reply or similar communication from followers/users should be allowed to remain posted, provided it does not violate the City’s Social Media Comments Policy.

- The City of Bend reserves the right to ban or block users from any of its social media channels for violations of its Social Media Comments Policy. However, the City will not engage in viewpoint discrimination or other impermissible content-based regulation of comments, posts, or contributors.

- If site administrators have any questions about potential actions based on the Social Media Comments Policy, they should discuss the matter with the Communications Department and/or the City Attorney’s Office prior to acting.

F. Existing Department Presences

It is essential that City social media presences share content on a regular basis. The Communications Department may at any time review any City of Bend social media account to determine whether it should continue as a stand-alone presence.

G. Records Retention / Public Records

- Content posted or exchanged on City social media channels is subject to Oregon Public Records Law ([ORS Chapter 192](#)). Any content that is related to City business is a public record. Content shall be maintained in accordance with Oregon Secretary of State’s records retention schedules.

- If a comment, private/direct message or other communication is taken down or deleted, it must first be captured photographically or as an image and stored off-line. This image and an explanation of why the content was removed or deemed unsuitable, must be maintained in accordance with OAR 166, [City General Records Retention Schedule](#).

H. Related Policies

All City authorized use of social media shall comply with the appropriate City policies and standards, including but not limited to:

- Equal Employment Opportunity
- Communications and Software Systems
- IT User
- HIPAA
- Public Records
- Standards of Conduct

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ADDENDUM:

As of January 12, 2023, authorized social media accounts include:

- City of Bend Facebook
- City of Bend Twitter
- City of Bend YouTube
- City of Bend Instagram
- City of Bend Nextdoor
- Bend Police Department Facebook
- Bend Police Department Twitter
- Bend Police Department Instagram
- Bend Fire & Rescue Department Twitter
- Bend Fire & Rescue Department Instagram
- Bend Fire & Rescue Department Facebook
- Bend Business Advocate Twitter
- City Manager Twitter
- MPO Facebook
- City of Bend Human Resources LinkedIn