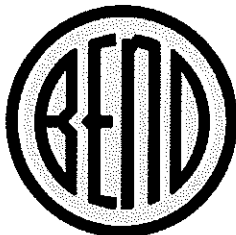




TITLE: Social Media Accounts Policy
POLICY NO.: ADM 2019-06



CITY OF BEND

Social Media Accounts Policy
Policy No. ADM 2019-06

Bend Code Chapter 1.30.005 provides for 'City Manager 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:

Handwritten signature of Eric King in black ink.

Eric King
City Manager

Dated: 9-10-19

Reviewed by Legal Counsel:

Handwritten signature of Mary Winters in black ink.

Mary Winters
City Attorney

Dated: 9-6-19



Policy Statement

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

Definitions

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

- **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.
- **Social Media Presence** - The specific account/profile that a user or organization has on a social media channel.
- **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.
- **Content** - the text, messages, maps, links, photos or videos used in a post.
- **Comment** - A post made in response to a post.
- **Official** - For the purposes of this policy, "official" refers to any social media presence set up by the City.

Applicability

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

Policy & Procedure

To most responsibly manage online relationship and conversations, the City's Communications Department will authorize and oversee all of the City's social media accounts and will be responsible for content deployment. The Communications Department may designate administration and management of particular social media accounts in certain circumstances. The Communications Department has authority to review and approve any new social media accounts prior to being established, to establish and terminate accounts, and to monitor and respond to comments from the public, and to post updates and content on behalf of the City.

Departments are not to create social media accounts on behalf of the City without review and approval from the 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 and 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.

Social Media Communications on Behalf of the City of Bend

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 Legal Department.

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, except in cases where the social media channel requires a platform specific email address.
- Where possible, accounts should link to or post the City's Social Media Comments Policy (attached).
- The Communications Department will be provided with all relevant account information, including authorized users and all log in and password information.
- Established social media accounts are listed in the Addendum.

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.
 - Violate any applicable federal, state or local laws, or promote the violation of such.
 - Infringe on copyright or intellectual property rights.
 - Engage in political advocacy.
 - 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 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.

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.
- Social media presences (and content) should reflect the City's graphic standards and key messages.

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.
- 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 are uncertain about potential actions based on the Social Media Comments Policy they should discuss the matter with the Communications Department or the City Attorney's Office.

Existing Department Presences

- It is essential that City social media presences share content on a regular basis. Each year, the Communications Department will review each existing City of Bend social media account to determine whether it should continue as stand-alone presence.



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 Archives Division'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.

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

ADDENDUM:

As of August 11, 2017, authorized social media accounts include:

City of Bend Facebook
City of Bend Twitter
City of Bend YouTube
City of Bend Instagram
Bend Police Facebook
Bend Police Twitter
Bend Police Instagram
Bend Fire Twitter
Bend Fire Instagram
Bend Business Advocate Twitter
City Manager Twitter
MPO Facebook
City of Bend Human Resources Linked In

