



**CITY OF STANWOOD
FINANCE SUBCOMMITTEE
AGENDA STAFF REPORT**

SUBJECT: Social Media Policy	FOR AGENDA OF: September 26, 2013 DEPARTMENT OF ORIGIN: Executive
ATTACHMENT(S): 1. Draft Social Media Policy 2. AWC Social Media Training Friends, Fauxs Pas Presentation	DATE SUBMITTED: September 19, 2013 CLEARANCES: (check box) <input type="checkbox"/> City Attorney _____ <input type="checkbox"/> City Clerk/HR _____ <input type="checkbox"/> Community Development _____ <input type="checkbox"/> Fire _____ <input type="checkbox"/> Finance _____ <input type="checkbox"/> Police _____ <input type="checkbox"/> Public Works _____ APPROVED FOR SUBMITTAL BY THE MAYOR OR DESIGNEE: _____
COST OF PROPOSAL: N/A	AMOUNT BUDGETED: N/A

ISSUE

The issue in front of the Finance Committee is to review the city's social media policy (Attachment A) and provide feedback to city staff. City staff recommend bringing the social media policy to the full city council at the October 10 meeting to ensure a policy is in place by the November 1, launch date for the new website.

SUMMARY STATEMENT

The city is preparing to launch a new website on November 1. The new website will have links to Twitter and Facebook. The Stanwood Police Department is already successfully using Facebook. The proposal is to create a city Facebook page and use Twitter to send out city announcements. Using social media (e.g. Twitter, Facebook, YouTube, etc.) to communicate with the community is a new level of service for the city.

Understanding the Risk

Using social media has potential risks. The best way to minimize the risk is to adopt a social media policy and ensure consistency across departments.

Hackers use social media sites to acquire confidential personal information through fraud. Sometimes the hacker will contact the victim directly and try to solicit personal information over the phone, through a web-based application like e-mail, or through a social media website. Another tactic is for a hacker to contact a third party, like an office administrator, executive assistant, or even IT staff. The hacker may ask for personally identifiable information such as birthdates, home or work addresses, or other data.

Why Social Media are Vulnerable

Managers, IT staff, and end users alike must recognize that connecting with people online poses privacy and security risks. One form of social engineering occurs when a cybercriminal on a social media website tries to befriend others. The intention is to build up trust so that confidential private information can be more easily extracted. The cybercriminal can create a fake Facebook profile or a bogus Twitter account.

On social media websites there are difficulties in establishing the authenticity of a person's identity when communicating with them, and in determining the accuracy of posts. Social media providers may be ineffective at detecting compromised accounts and subsequently restoring them. Another cybercriminal ploy is to try to befriend someone by claiming to have something in common; the cybercriminal may then contact the person through e-mail, over a social media website, or even on the telephone.

Public Records Requests

The definitions of "public record" in the Public Records Act (Chapter 42.56 RCW) and the Washington State retention statutes (Chapter 40.14 RCW) are extremely broad and will encompass social media sites used by a city. The Secretary of State has prepared a guidance sheet on retention requirements for social media sites.

Social media sites pose a risk to retention because users will not necessarily have sufficient control to ensure posts are retained for their full retention period. This problem can be alleviated if cities first post any content on their city website and then re-post the information on the social media site. As indicated by the Secretary of State, this will make the social media post a "secondary" copy that will only have a minimal retention value.

Remember, however, that comments posted by a third party can also qualify as a public record. On many social media sites, the comment posters can edit or delete their own comments, creating an additional risk for retention. If a city allows comments, if possible it should make sure it can review any comments before they are posted so it can post the comments on its own website first. Or it should capture those comments as soon as they are reviewed so it can retain a copy if the poster later edits or deletes the comments.

While it's clear that the city's posts on social media sites will be subject to the Public Records Act, it is not clear exactly what must be produced in response to a public records request for a city's posts on a social media site, particularly if the requestor requests the records in electronic format. If the requester only asks for printed records, then printed screen shots should be sufficient.

Alternatively if the requester agrees, you could also cut and paste the content into a simple word document. But if the requester insists on the original records in electronic format, there is simply no way a city will be able to produce the computer code from Facebook. In this case, the City's best defense is to argue that it is not reasonable and technologically feasible to produce a third party's website in electronic format. See WAC 44-14-05001 (attorney general's model rule governing access to electronic records). But a City's inability to obtain a record alone is not an absolute defense, and absent clear guidance from the courts or the legislature, some risk remains.

Minimizing Risk

Government agencies are increasingly looking to leverage social media to improve the quality of government services and elicit greater citizen engagement. Developing a social media policy can be an important first step for government agencies considering using social media and can ultimately serve as a key enabler for responsibly and effectively leveraging social media tools.

Before launching a social media site the city council should consider adopting social media policy. There are eight essential elements in a good social media policy: 1) employee access, 2) account management, 3) acceptable use, 4) employee conduct, 5) content, 6) security, 7) legal issues, and 8) citizen conduct.

The Stanwood Police Department already has a successful Facebook page. City staff recommend the Stanwood Police Department (PD) continue to use the Sheriff's Office standard operating procedure for social media because of the Stanwood PD's contract relationship with the Snohomish Sheriff's Office and the additional risks inherent in police work.

DISCUSSION

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

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

- All City of Stanwood social media sites posted by departments will be subject to approval by the Mayor or designee prior to activation. Use of new social media not previously approved shall be subject to advance approval by the Mayor or designee.
- The official City of Stanwood website will remain the City's primary and predominant internet presences. Social media sites can augment this presence as a means of disseminating time sensitive information as quickly as possible (e.g. updates on emergencies) and as a method to market or promote City events or opportunities to an identifiable, appropriate audience. When possible, content on social media sites should not be unique to the social media site and will also be available on the City's primary website. Content posted on social media sites should contain links directing users to the City of Stanwood's official website.
- Each department using social media sites will be responsible for the content and upkeep of any social media sites their department may create. To promote consistency and timeliness of information each department shall designate one employee who may post information and maintain the social media site.
- Social media use shall comply with applicable City policies, the Stanwood Municipal Code and state and federal law. The City of Stanwood's Personnel Policies will govern social media use by City employees and departments. Any exceptions to City policy necessitated by social media formats or needs must be approved by the Mayor or designee in advance.
- City of Stanwood 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.
- 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 Stanwood Twitter, and Facebook standards incorporated herein). 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 City Clerk.
- Washington state law and relevant City of Stanwood 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 Stanwood Twitter and Facebook standards incorporated in this policy.

- 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 Stanwood social media site articles and comments containing any of the following forms of content shall not be allowed:
 - Comments not topically related to the particular social medium article being commented upon;
 - Comments in support of or opposition to political campaigns or ballot measures;
 - Profane language or violent or threatening content;
 - 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;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - 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 Stanwood Twitter and Facebook standards incorporated herein).

- The City Clerk will maintain a list of social media tools which are approved for use by City departments and staff.
- The City Clerk will maintain a list of all City of Stanwood social media sites, including login and password information. Departments will inform the City webmaster of any new social media sites or administrative changes to existing sites.
- The City must be able to immediately edit or remove content from social media sites. All information necessary for this to occur must be provided to the City Clerk.

FISCAL IMPACT

There is no fiscal impact associated with adopting this policy. There is no charge to open a Facebook account, Twitter feed or post to YouTube. The only impact is prioritizing staff time to manage social media accounts.

RECOMMENDATION

Review the city's social media policy (Attachment A) and provide feedback to city staff. City staff recommend bringing the social media policy to the full city council at the October 10 meeting to ensure a policy is in place by the November 1, launch date for the new website.

**City of Stanwood
SOCIAL MEDIA POLICY**

Attachment A

- I) Purpose and Policy
- II) Rules and Guidelines for Use of Social Media by City of Stanwood Employees and Departments
- III) City of Stanwood Standards for Using Facebook
- IV) City of Stanwood Standards for Using Twitter
- V) Video Posting Standards

I. Purpose and Policy

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Stanwood 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 Stanwood 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.

II. Rules and Guidelines for Use of Social Media by City of Stanwood Employees and Departments

2.1 All City of Stanwood social media sites posted by departments will be subject to approval by the Mayor or designee prior to activation. Use of new social media not previously approved shall be subject to advance approval by the Mayor or designee.

2.2 The official City of Stanwood website will remain the City's primary and predominant internet presences. Social media sites can augment this presence as a means of disseminating time sensitive information as quickly as possible (e.g. updates on emergencies) and as a method to market or promote City events or opportunities to an identifiable, appropriate audience. When possible, content on social media sites should not be unique to the social media site and will also be available on the City's primary website. Content posted on social media sites should contain links directing users to the City of Stanwood's official website.

2.3 Each department using social media sites will be responsible for the content and upkeep of any social media sites their department may create. To promote consistency and timeliness of information each department shall designate one employee who may post information and maintain the social media site.

2.4 Social media use shall comply with applicable City policies, the Stanwood Municipal Code and state and federal law. The City of Stanwood's Personnel Policies will govern social media use by City employees and departments. Any exceptions to City policy necessitated by social media formats or needs must be approved by the Mayor or designee in advance.

2.5 City of Stanwood 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. 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 Stanwood Twitter and Facebook standards incorporated herein). 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 City Clerk.

2.6 Washington state law and relevant City of Stanwood 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 Stanwood Twitter and Facebook standards incorporated in this policy.

2.7 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 Stanwood 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 violent or threatening 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 Stanwood Twitter and Facebook standards incorporated herein).

2.8 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.

2.9 The City will approach the use of social media tools as consistently as possible, Citywide.

2.10 Administration of City of Stanwood social media sites:

- a. The City Clerk will maintain a list of social media tools which are approved for use by City departments and staff.
- b. The City Clerk will maintain a list of all City of Stanwood social media sites, including login and password information. Departments will inform the City City Clerk 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. All information necessary for this to occur must be provided to the City Clerk.
- d. For each social media tool approved for use by the City Clerk the following documentation will be developed and adopted:
 - (i) Operational and use guidelines
 - (ii) Standards and processes for managing accounts on social media sites
 - (iii) City and departmental branding standards
 - (iv) Enterprise-wide design standards
 - (v) Standards for the administration of social media sites

III City of Stanwood Standards for Using Facebook

3.1 Purpose: Facebook is a social networking site that is growing in popularity particularly among the 35 to 54-year-old age group. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department Web sites and to inform more people about City activities. These standards should be used in conjunction with the social media use policy and video posting policy incorporated herein. As Facebook changes these standards may be updated as needed.

3.2 Establishing a Page on Facebook: When a department determines it has a business need for a Facebook account, it will submit a request to the Mayor or designee. If approved, the department will create a business page for approval by the City Clerk using the content guidelines below. City forms are not to be added to a Facebook site without approval of the City Clerk. Format and graphics must be consistent with City practices.

3.3 Content Guidelines

3.3.1 Types of Pages

- (a) The City will create “pages” and not “groups.” Pages offer greater visibility, customization and measurability. Community pages will be accepted unless there is a copyright / trademark limitation.
- (b) For “type” description, always choose “government.”

3.3.2 Boilerplate

- (a) The City Clerk will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.
- (b) Departments will include a mission and/or department boilerplate on the Wall Page and send users first to the Wall to connect them to the freshest content. A City boilerplate sentence should follow the department/program description:

(Insert department) is a department of the City of Stanwood, www.ci.stanwood.wa.us. This site is intended to serve as a mechanism for communication between the public and [department] on the listed topics. Any comments submitted to this page and its list of fans are public records subject to disclosure pursuant to RCW 42.56. Public disclosure requests must be directed to the (insert department) public disclosure officer.

- (c) If comments are turned on, the Wall page should include a Comment Policy Box with the following disclaimer:
Comments posted to this page will be monitored. Under the City policy, the City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

3.3.3 Link to the City

- (a) A link to www.ci.Stanwood.wa.us will be included on the Facebook page.
- (b) City department and project pages should be page favorites of other City Facebook pages.

3.3.4 Page naming

- (a) Page name should be descriptive of the department.
- (b) Departments will choose carefully with consideration for abbreviations, slang iterations, etc.
- (c) The City Clerk will approve proposed names.

3.3.5 Page administrators

- (a) A successful page requires "upkeep." The department is responsible for monitoring the Facebook page. Posts should be approved by a designated employee within the department.
- (b) The department is responsible for making sure content is not stale. Each department will designate a primary caretaker and a backup person for this role.

3.3.6 Comments and Discussion Boards

- (a) Comments to the Wall will be allowed but may be turned off by request of the department and approval from the Mayor or designee. Discussion Boards should be turned off.

3.3.7 Style

- (a) City Facebook pages will include consistent City branding.
- (b) Departments will use proper grammar and avoid using jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

3.3.8 Applications

- (a) There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS

feeds. While some may be useful to the page's mission, they can cause clutter and security risks.

- (b) An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the City Clerk.
- (c) An application may be removed at any time if there is significant reason to think it is causing a security breach, spreading viruses or for any other reason determined by the City Clerk.

3.3.9 Archiving Issues

- (a) Each Facebook page will be set up in conjunction with a City e-mail account, which will archive the business content that can send updates via email.
- (b) Content that cannot be retrieved from Facebook via the API and needs to be retained as a record needs to be printed and maintained according to the records retention policy.

IV City of Stanwood Standards for Using Twitter

4.1 Purpose: Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to the City's website or television station. These standards should be used in conjunction with this City's Social Media Use Policy.

4.2 Guidelines for Use of Twitter

- a. Any department using Twitter is limited to one account. Access to the account will be subject to the approval of the Department Manager. Usernames and passwords shall be reported to the City Clerk.
- b. The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure (RCW 42.56). If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.
- c. Twitter usernames shall begin with "Stanwood" (e.g. StanwoodPD, StanwoodFire and Stanwood Mayor). In cases where the username is too many characters, begin with "STAN" (StanCommunityDevelopment).

- d. Department Twitter account backgrounds will share a standardized City of Stanwood logo provided by the City Clerk.
- e. Twitter accounts shall serve three primary purposes:
 - (i) get emergency information out quickly;
 - (ii) promote City sponsored events; and
 - (iii) refer followers to content on the City's website or television station.
- f. Information posted on Twitter shall conform to the City's policies and procedures. Tweets shall be relevant, timely and informative.
- g. Twitter content shall mirror information presented elsewhere by the City with other information dissemination mechanisms. Personnel shall ensure that information is posted correctly the first time because Twitter does not allow for content editing.

4.3 Recordkeeping and Twitter

- a. The City Clerk shall be responsible for archiving Twitter posts.
- b. Each department using Twitter shall designate one person to be responsive to those constituents who communicate via Twitter's @reply or direct message functions. Communication with followers will be timely and consistent with existing protocols. The department will maintain an electronic record or printout on a quarterly basis a record of the list of followers and @reply messages for purposes of public records retention.

V. Video Posting Standards

5.1 Purpose: The City of Stanwood provides access to online video because this is the way many residents communicate and obtain information online. Key objectives for video content should meet one or more of the following goals: provide information about City services, showcase City and community events, explore City issues and highlight outstanding individuals and organizations that contribute to Stanwood and the region. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate. These standards should be used in conjunction with the provisions of this Social Media Use Policy.

5.2 Video Posting Guidelines:

- a. Department Managers will be responsible for approving the video content.
- b. Video quality should be comparable to DVD quality.

- c. Low quality video will be considered only if the audio is clear and the content is compelling and informative.
- d. All videos will be submitted to the City Clerk.
- e. The department must have secured rights to stream the video either because it was produced by the department or because permission has been explicitly granted to host and stream the video on City of Stanwood websites.
- f. Videos streamed from sources other than City of Stanwood networks may not be embedded on City web pages. Links to external videos are permitted, but should only be used when content is not available through the City networks.

5.3 The City Clerk responsibilities for Video:

- a. The City Clerk will be responsible for archiving the video if applicable.
- b. City Clerk will provide a video link and code to embed video on a web page.

5.4 Submitting Video to the City Clerk

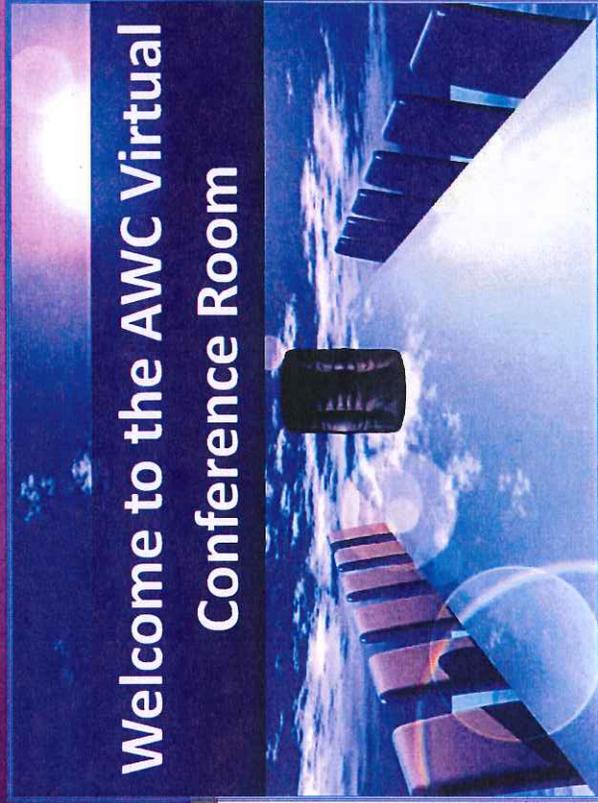
- a. Video must be in .MOV, MPG, WMV, AVI, DVD, Tapes, MiniDV or DV Cam formats
- b. Submitted video should include: Title and description; video length and requested dates for use, removal and archiving.

5.5 Submitting Video to External Video Sites

- a. Videos may be submitted to YouTube, Facebook, BlipTV, other video sites on a case by case basis under the direction of the City Clerk, if there are needs that cannot be met using City of Stanwood resources.
- b. When using external sites, comment features should be deactivated. All registration with external sites will be done by the City Clerk.
- c. For purposes of recordkeeping, videos posted on external sites must be copied and kept by the City.

Friends, Faux Pas, Tweets and Traps

How Elected Officials Can Use Social Media and Comply with the Law



*This presentation is sponsored by
AWC, the City of Everett, WA and the
City of Lakewood, WA*

**Please Note: "This is presentation is not legal advice. Speak with your
City Attorney before you venture into social media."**



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Common Elements of Social Media

1. A Profile
2. Contacts (in Facebook, “friends”)
3. Direct, unfiltered communication with others



WORDPRESS



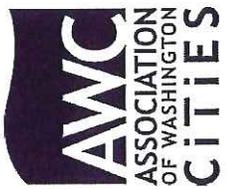


Advantages

- You have an unprecedented ability to communicate *immediately*
- You can get instant feedback
- You may be among the first to know something
- You can reach people who don't feel part of the process now
- You can say whatever you want

Risks

- You can say whatever you want (no editor)
- Use of Time: Time spent communicating vs. time in research and action
- Your closest readers will be your critics
- Negativity can mushroom
- Security risks occur
- Today's Topic: The law is still evolving



The Future

Standing still may only be a temporary option...



Example



TheyWorkForYou.com
Keeping tabs on the UK's parliaments & assemblies

Search

e.g. a

Sign in Join

Overview

MPS

Lords

Debates

Written Answers and Statements

Bill Committees

Search, create an alert or RSS feed

e.g. word, phrase, or person | [More options](#)

Popular searches today: [Government agreed to publish online david taylor Steve McCabe expenses mark field mp hostel iraq war guidelines for writing george galloway David miliband](#)

Go

Your representative

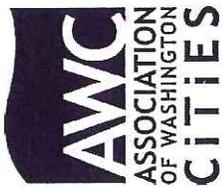
Find out about your **MP/ MSPs/ MLAs**

Enter your UK postcode here:

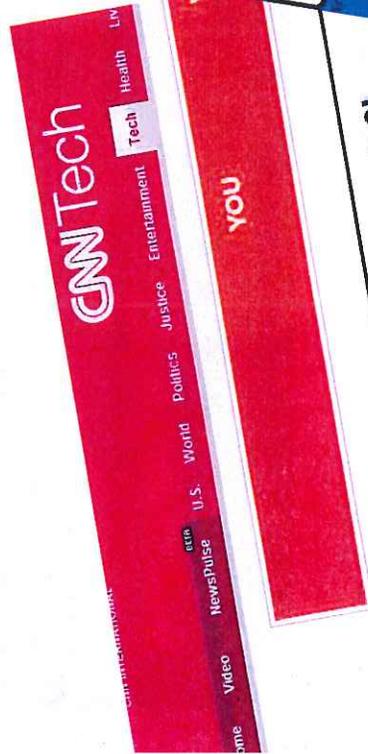
Go

Read debates they've taken part in, see how they voted, more.

- Become a TheyWorkForYou volunteer in your constituency [Join DemocracyClub](#)



Examples

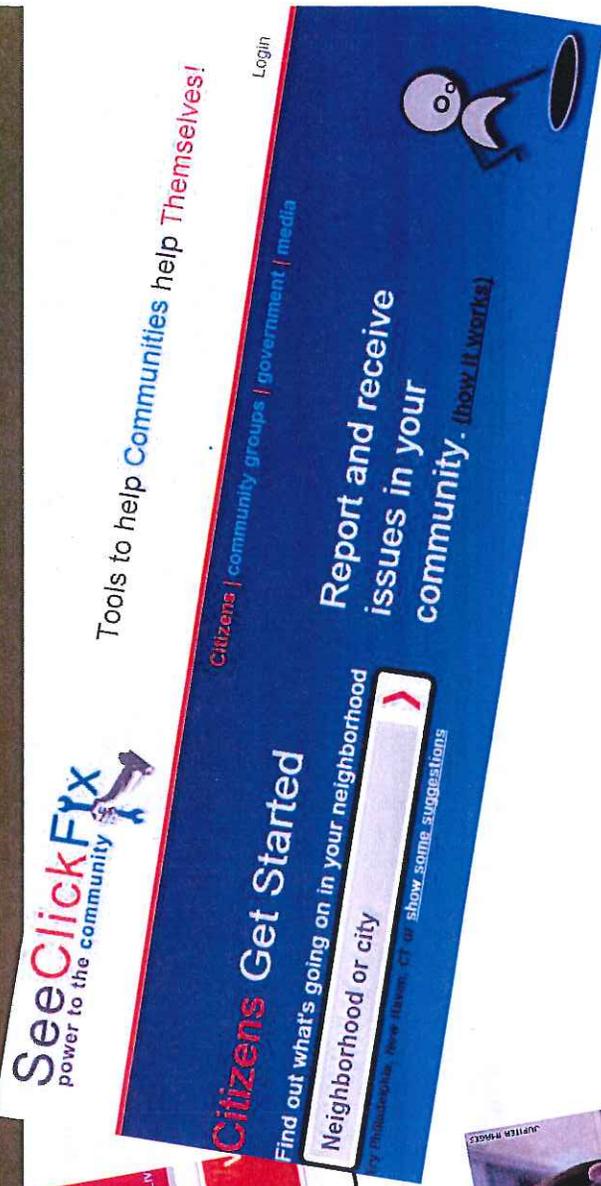


Cities embrace mobile apps, 'Gov 2.0'
 By John D. Sutter, CNN
 December 25, 2009 8:09 a.m. EST



Web tools, mobile technology and GPS applications are giving citizens more of a say in how their local tax money is being spent.
 (CNN) — Craig Newmark, founder of Craigslist and a customer-service guru, was riding on a public train in San Francisco.

STORY HIGHLIGHTS
 • New phone apps help citizens



President Obama on Technology: "We need to connect citizens with each other to engage them more fully and directly in solving the problems that face us. We must use all available technologies and methods to open up the federal government, creating a new level of transparency to change the way business is conducted in Washington and giving Americans the chance to participate in government deliberations and decision-making in ways that were not possible only a few years ago."

President Barack Obama

facebook Home Profile Friends Inbox 95 Walter Neary Settings Logout



Add to My Page's Favorites
Suggest to Friend

Barack Obama  [Become a Fan](#)

Wall Info Events Notes Photos

Barack Obama Just Fans



Barack Obama Best wishes to all those celebrating Kwanzaa t
Yesterday at 9:27am · View Feedback (21,630)

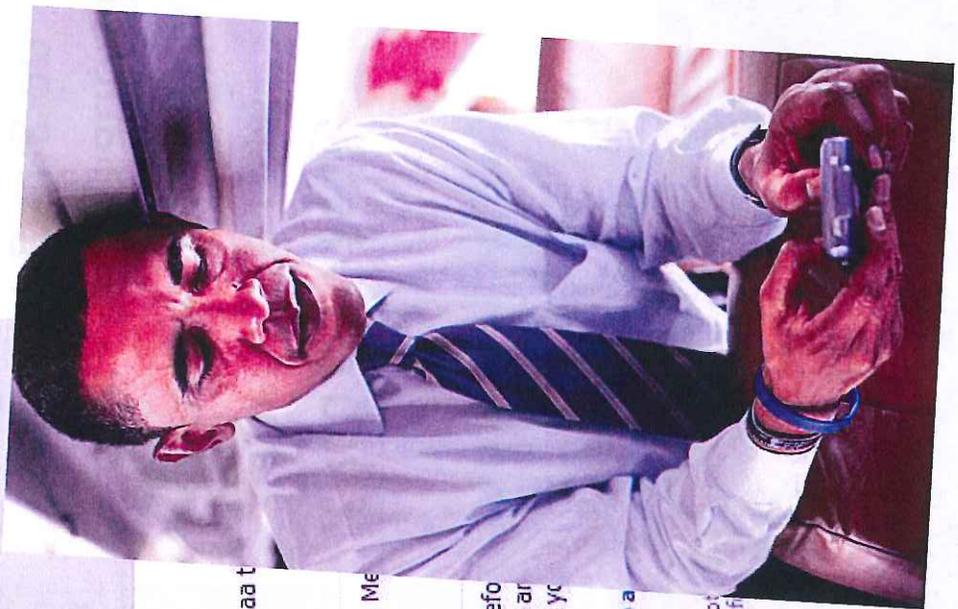
Barack Obama To all those gathered in celebration today, Me
December 25 at 11:07am · View Feedback (54,297)

Barack Obama The Senate just passed a historic health refo
one last round of negotiations and final votes in the Senate ar
you celebrate this holiday season, remember that the work yo
our union more perfect, one step at a time.

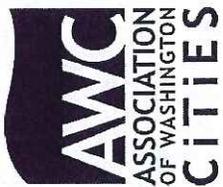


**Sign a thank you note to the senators who a
reform**
my.barackobama.com
Organizing for America supporters are signing a not
the senators who have worked so hard to pass ref

December 24 at 10:55am · View Feedback (17,677) · Share







Lakewood Police Department



Home Profile Find People Settings Help Sign out

What's happening?

140

Latest: Like the emphasis on 'local & city neighborhoods' in '5 New Year's Resolutions' for small & medium businesses <http://bit.ly/4...> about 1 hour ago

update

Flickr v. 2-Twitter
an app for photo lovers

1,579 following 1,474 followers 61 listed



wtneary
1,006 tweets

Real-time results for lakewood police

Save this search



JackinChicago Make A Donation to the Fallen Lakewood Police Officers Fund ~LPIG: [#Police #LODD](http://www.ipig.us/index.cfm) about 3 hours ago from web



kwdcitizen Area police departments increase DUI patrols for holiday season | cleveland.com [#Lakewood](http://ow.ly/Q000) about 8 hours ago from HoodSuite



chrisonald30 Duff McKagan's Loaded - Snoqualmie Casino KISW Lakewood Police Benefit 12/19/09 <http://bit.ly/8VcWth> about 8 hours ago from API



SeattleCP Seattle: Ivar's Raises Funds Dec. 8 in Honor of Fallen Lakewood Police Officers <http://bit.ly/4GGGQS> about 10 hours ago from API



EmergCommNetwrk For those interested in contributing to the fallen Lakewood Police officers, go to <http://www.ipig.us/> via @adrielhampton about 18 hours ago from HoodSuite



bhaven RT @adrielhampton: For those interested in contributing to the fallen Lakewood Police officers, go to <http://www.ipig.us/> about 18 hours ago from TweetDeck

If you stand still,
there are risks
besides legal risks.
The conversation is
already going on...

Social Networking Types - Facebook

Facebook is another free site where users can post information about themselves and share everything from a lot or a little with friends and strangers. Increasingly people network by means of groups with particular interests, ranging from hobbies to locations to political activities.

Lakewood Police Independent Guild (LPIG)

Wall Info Discussions Photos

Write something...

Sean Riley You are and always will be in our thoughts and prayers. <http://www.q13fox.com/vidobeta/watch/?watch=a15f5c57-9810-480e-a28e-e28d65b8870a&src=front>
Please go to www.safecallnow.org
Sat at 11:45pm · Comment · Like · Report

Richard Smith Being retired from 23 years in law enforcement, and now working in retirement as a polygraph examiner, I understand all too well the pain and loss your department family has experienced. Your fallen heroes are in my thoughts, and their families in my prayers.
Sat at 11:34pm · Comment · Like · Report

Cara Stinson Lakewood Police Memorial Caps available. please contact me!
December 28, 2009 at 12:45pm · Comment · Like · Report

Ryan Harter As Christmas draws near, may peace be with the family, friends, and fellow officers of the recently fallen. Nobody is forgetting the sacrifice they all made, and you continue to make. Merry Christmas to all, and may God grant us all safety and comfort.
December 22, 2009 at 9:30pm · Comment · Like · Report

Eugene Pestoni likes this.
Write a comment...

Invite People to Join Leave Group

Information

Category: Organizations - Professional Organizations

Description: The LPIG is sole collective bargaining unit (Guild) for the Lakewood WA police officers and sergeants. We also have our non-profit Lakewood Police Independent Guild Charity Fund to help those truly in need in our community.

Privacy Type: Open: All content is public.

Admins

- Brian Wurts (creator)

Officers

Brian Wurts
President



Social Networking Types - Twitter

Twitter allows people to send and receive brief messages of 140 characters.



Councilman Tim



Your lists: @wheary/washington-electeds

Just saw Intiman's Black Nativity. Outstanding. Runs thru this week.

about 15 hours ago from Duo for iPhone

Why Downtown Matters <http://bit.ly/5yn7t4>

9:46 AM Dec 25th from TypePad

Building Community <http://bit.ly/7kyo8H>

6:49 AM Dec 22nd from TypePad

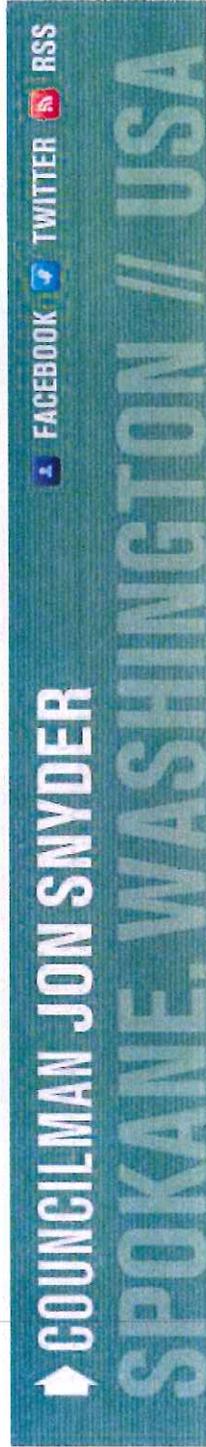
At press conference announcing legislation to ban military-style assault weapons in state like the one used Off. Tim Brenton.

10:25 AM Dec 17th from Duo for iPhone

Good morning, Seattle!

7:09 AM Dec 17th from Duo for iPhone

Bloggings are commentaries that individuals or groups post on the Internet for easy accessibility.

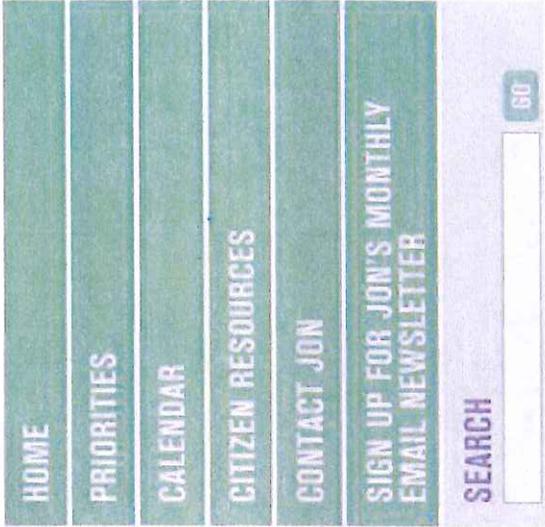


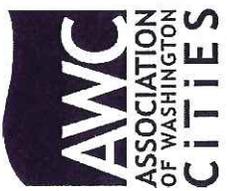
Dec 30

Amber Takes The Oath Of Office

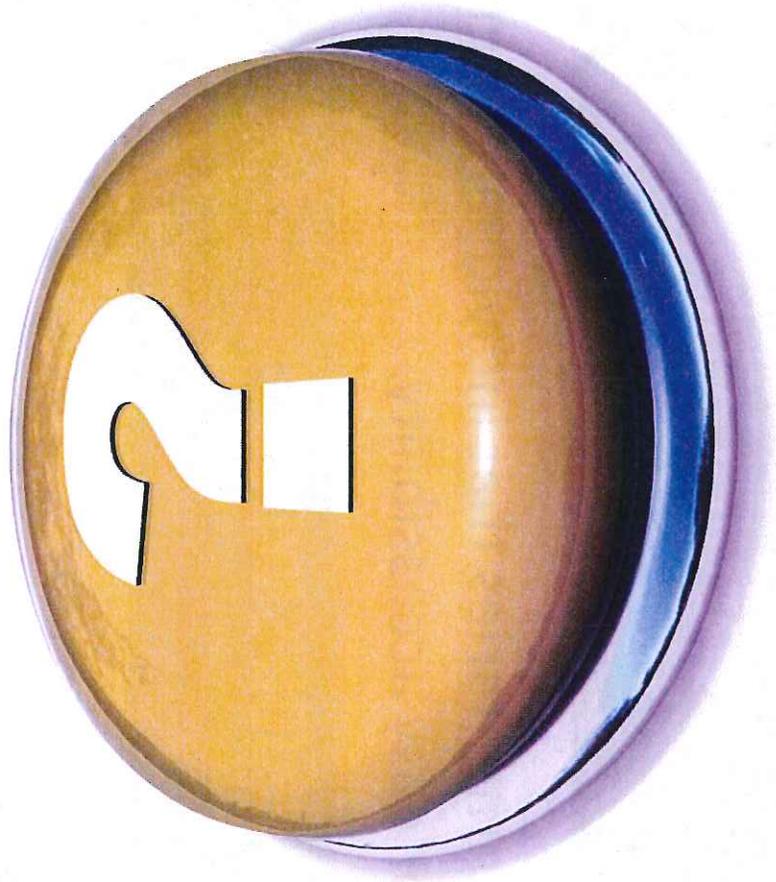


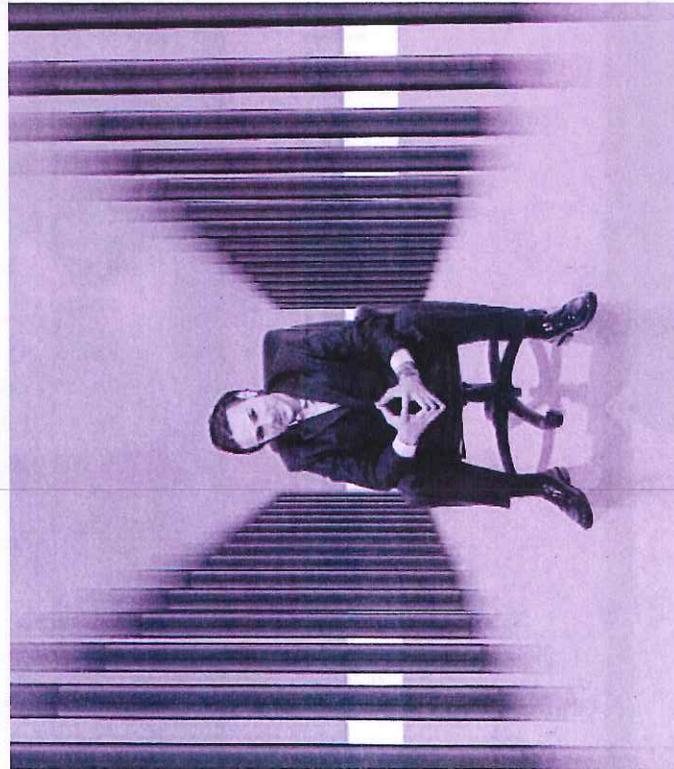
The chamber was packed at City Hall. Amber's husband Tom emceed and her friend Karen said a few words. Amber gave a great speech where she learned a couple of new things. At 32 Amber





Audience Poll



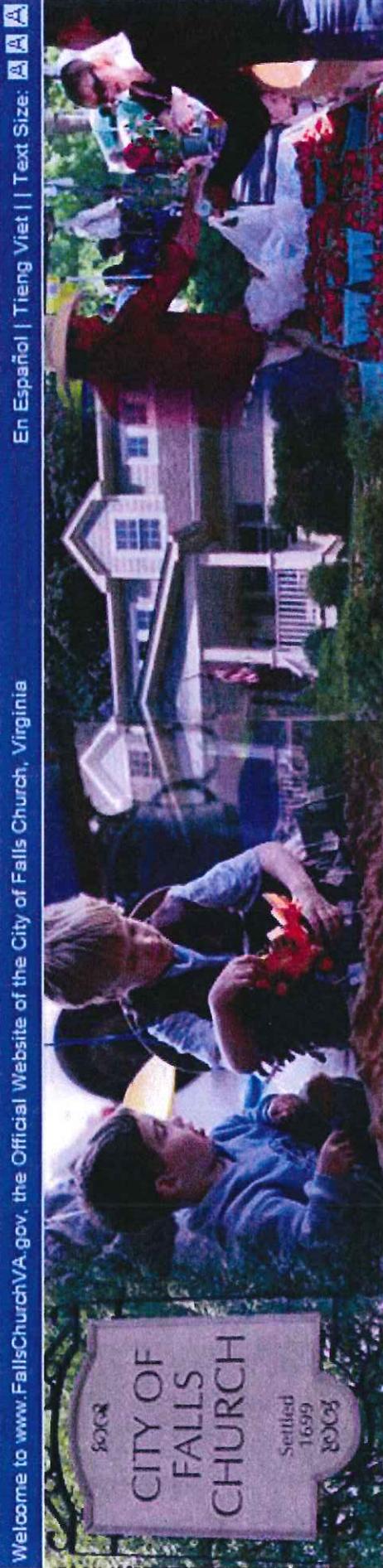


1. Consider joining Twitter and just listen for a time. Search for interests and see what you learn
2. Talk to enough people or do research before you sign on as a politician into Facebook



Falls Church, Virginia

The Falls Church Controversy



The Public Records Act broadly defines “public record” to include any:

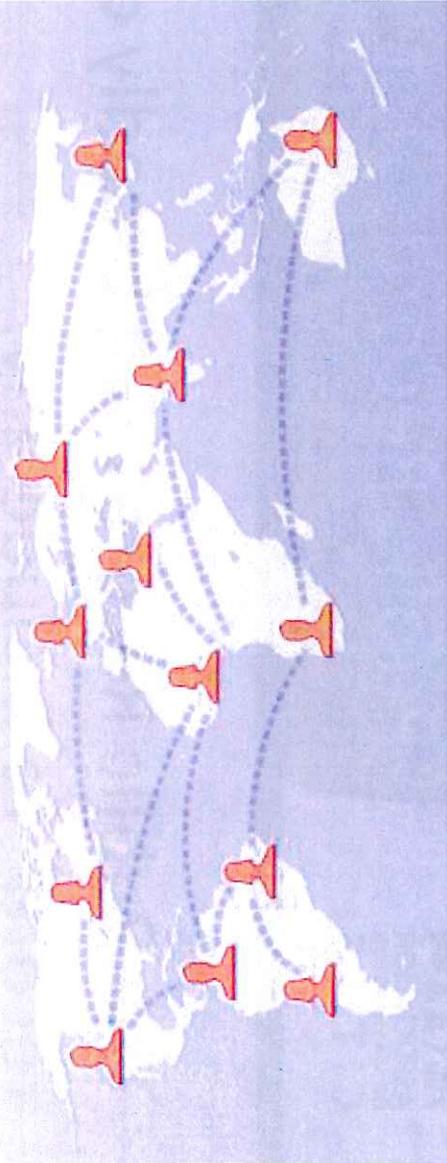
1. “Writing”
2. That relates to the conduct of government
3. That is created, owned, used or retained by that government (including its employees)



Facebook – A Public Record?

The Facebook logo, consisting of the word "facebook" in its characteristic white, lowercase, sans-serif font on a dark blue rectangular background.

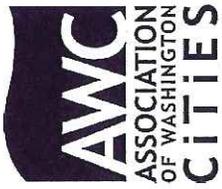
Facebook helps you connect and share with the people in your life.



Mayor Garner's Facebook has transformed into a public record...

Is your Facebook a Public Record?

- Were public resources used?
- Is there a definable, well publicized, non-official use for the site (i.e. acting as a candidate, purely personal use, a separate business use)?
- Do users visit the site based on your personal contacts or official contacts?
- Is the site being used for any official purpose?



Steps to Minimize Your Risk

1. Include a disclaimer that “this is not a city record”
2. Do not use your official title, except as a candidate
3. Do not solicit “friends” or use contacts gained through your duties at the city
4. Do not reference your site at public meetings or in any official city documents

Steps to Minimize Your Risk

5. Never access your site from city-provided computers
6. Do not use your site to gain or disseminate information about official city business
7. If the site is a campaign site, only use it to discuss campaign issues, future promises and past achievements...not for the implementation of those issues, policies or achievements
8. Always keep your expectations of privacy low!

Public Records Act

NATIONAL BRIEFING | SOUTHWEST

Arizona: Show 'Metadata,' Court Says

By THE ASSOCIATED PRESS
Published: October 29, 2009

Hidden data embedded in electronic public records must be disclosed under Arizona's public records law, the State Supreme Court ruled. The unanimous decision overturned lower courts' rulings and is one of the first decisions by a state appellate court on whether a public records law applies to so-called "metadata," or data about data. Metadata can show how and when a document was created or revised and by whom. The ruling came in a case involving a demoted Phoenix police officer's request for data embedded in notes written by a supervisor.

What has to be produced?

- Any content that relates to the conduct of government.
- Entire web page that has any content related to the content of government.
- Entire website?

- How do you produce a copy of a website?
- Printed screen shots if no format has been requested?
 - Content published on your own site first if electronic version is requested?
 - Electronic version of third-party site?



Public Records Retention

September 2009



Washington Secretary of State

 SAM REED

Washington State Archives

Electronic Records Management: Blogs, Wikis, Facebook, Twitter & Managing Public Records

The purpose of this advice is to provide guidance to state and local government agencies regarding the retention of public records of posts to social networking websites such as blogs, wikis, Facebook, Twitter, etc.

Agencies need to consider the following five (5) factors when managing the retention of their public records created or received through social networking sites:

1. Are the posts public records?
 - If the posts are made or received in connection with the transaction of the agency's business (such as providing advice or receiving comments about the agency's programs, core business, etc.), then they are public records for the purposes of records retention and need to be retained for their minimum retention periods.
2. Are the posts primary or secondary copies?
 - If the posts are simply copies of records that the agency is already retaining for the minimum retention period (such as links to publications), then the posts may be considered secondary copies and retained accordingly. Otherwise, the posts are the agency's primary record.
3. How long do the posts need to be retained?
 - Agencies should use the same records series for posts that they would use if the same record was distributed as a letter or an email to everyone within the agency's jurisdiction. Agencies need to retain their primary record of posts which are public records for at least the minimum retention period listed for those records in the approved records retention schedules.

RECORDS MANAGEMENT

- Retention guidelines are based on content and not on medium
- If content is first published on official website, content re-published on social media sites are secondary copies with a minimal retention value
- Remember comments...

Do you Read User Agreements?

Do you have the authority to bind your city to these agreements?

- Mandatory arbitration
- Indemnification
- Application of laws from other states
- Liability limitations

washingtonpost.com > Technology > Personal Technology

paidContent.org mocoNews.net

paidContent.org - Coming Soon: Social Networking With The Feds

Joseph Tarakoff
paidContent.org
Thursday, April 30, 2009, 10:07 AM

If all goes well, soon you'll be able to meet up with the folks from the Agricultural Research Service or the Office of Personnel Management on Facebook or the Office of reached with the U.S. General Services and MySpace! Thanks be lots of new profiles of government agencies on the social networking sites. The GSA says that the agreements resolve legal concerns on issues like advertising, endorsements, and liability that until now have deterred some government entities from using the sites. A Facebook spokesman says the agreement will enable federal agencies to "establish a presence on Facebook so that they may communicate more

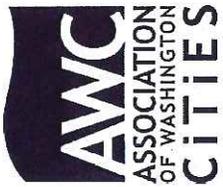
TOOLBOX
[Resize](#) [E-mail](#) [Print](#)

TRY EMAIL MARKETING FREE FOR 60 DAYS
[Constant Contact](#)

WHO'S BLOGGING powered by [sph](#)
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Sponsored Links
 Penny Stock Soaring 3000%
 Sign up for Free to find out what the ne
 3000% Stock Winner Is!
www.PennyStocksUniverse.com

[Grants For Education](#)



First Amendment Constraints

First Amendment constraints on limited public forums **can prohibit**:

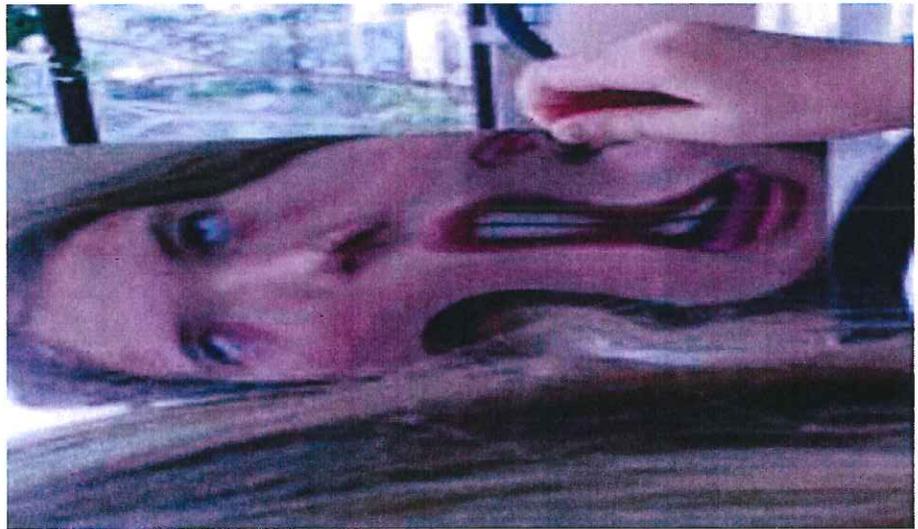
1. Obscene language
2. Harassing language
3. Threatening language
4. Commercial promotion
5. Illegal activity
6. Copyright violations
7. Personal attacks

First Amendment Constraints

First Amendment constraints on limited public forums **cannot prohibit:**

1. Comments critical of you or your city based on policy issues
2. Comments from your political opponents
3. Comments based on the viewpoint expressed

Limitations on Subject Matter

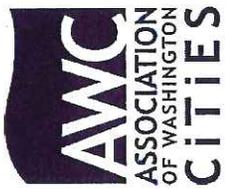


If the site is being used for a specific topic, you probably can limit posters to comments on that subject *BUT* do not narrowly interpret a topic and be consistent.

OPMA Meeting Definition

Any transaction of city business involving a quorum of a governing body





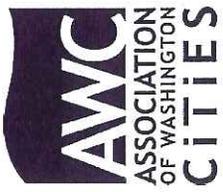
What is a Transaction?

- Discussions
 - Deliberations
 - Evaluations
 - Receipt of testimony
- Its not just decisions...*

LOCAL NEWS        

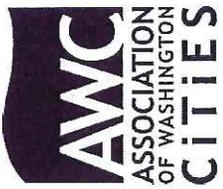
Published: Thursday, June 18, 2009

'Tweets' bring possibly illegal meeting to light



What does Governing Body Include?

- City council
- Subcommittees that can act on behalf of the council or take evidence
- Multi-member bodies such as advisory committees created by official actions of the city council



Illegal Meeting of a Quorum

- What could qualify as an illegal meeting?
- An email exchange - if the board makes substantive comments on an issue
 - If the board exchanges comments on a social networking site

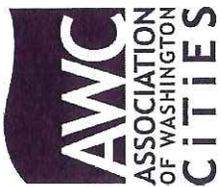


A Serial Meeting

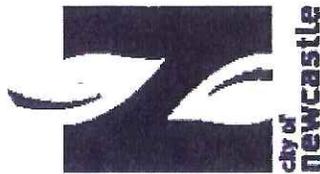
A “serial meeting” is a series of communications that individually do not include a quorum but collectively do involve a quorum.

In Summary

1. Social media sites can be public records subject to disclosure
2. Don't mix your personal site with city business
3. Social media sites can have retention values so post content on your city site first
4. Make sure you read the user agreements first and don't agree to something you don't have the authority to agree to
5. If you allow public comments, don't discriminate based on viewpoint
6. Avoid online contact with fellow board members
7. Talk with your city attorney before you proceed



Expanding Communication Boundaries



NEWS RELEASE

CONTACT: Doug Alder, Communications Manager
425.649.4444 x 106 douga@ci.newcastle.wa.us

NEWCASTLE BLOG WINS MUNICIPAL EXCELLENCE AWARD

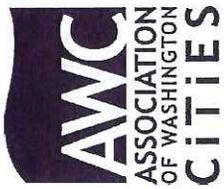
The City of Newcastle has been honored with a Municipal Excellence Award by the Association of Washington Cities (AWC) for its City blog www.newcastle411.com. The award was given in the category of Community Service/Outreach.

NEWCASTLE GETS INTO THE BLOGGING BUSINESS

The City of Newcastle has a new way to communicate with residents thanks to its new blog: **newcastle411.com**. The blog is updated several times each day with news, police alerts, events, and neighborhood happenings. Newcastle was previously served by only a monthly newspaper.

Your Questions Are Invited





Thank you for Attending Today's Session!

Ramsey Ramerman

City Attorney, City of Everett
425-257-7009

rramerman@ci.everett.wa.us

Walter Neary

Lakewood City Council, Position 7
(253)-229-3620

wneary@cityoflakewood.us



Please Note: "This is presentation is not legal advice. Speak with your City Attorney before you venture into social media."

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