

SUBJECT: CITY OF MILWAUKIE WEB 2.0 USE POLICY (SOCIAL MEDIA)

PURPOSE

Web 2.0 tools occupy the intersection of technology, social networking, and collaboration. In order to reach a broader audience, further the goals of the City, and provide valuable information to the public, City of Milwaukie departments may consider using Web 2.0 tools.

APPLICABILITY

This policy is applicable to Web 2.0 site use on the City's Web site for all City departments, offices, and agencies; personal use of Web 2.0 sites by City employees is subject to the City's general Internet use policies.

POLICY

Definition of Web 2.0: A term used to describe blogs, wikis, social networking sites, and other Internet-based services that emphasize collaboration and sharing, rather than less interactive publishing (Web 1.0). It is associated with the idea of the Internet as platform.

All City of Milwaukie (City) Web 2.0 sites posted by departments will be subject to approval by the department head or designee.

1. The City of Milwaukie Web site (www.cityofmilwaukie.org) will remain the City's primary Internet presence.
 - A. The best, most appropriate uses of Web 2.0 tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information (example: emergency information).
 - ii. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
 - B. Content posted to the City's Web 2.0 sites will be considered an extension of the City's main Web presence.
 - C. Content posted to the City's Web 2.0 sites should contain links directing users back to the City's Web presence.
2. The department head or designee will be responsible for approving content and administration of any Web 2.0 sites their department may create.
3. This document is a comprehensive Policy composed of the following Guidelines:
 - A. Acceptable Use of Digital Equipment, Internet and Web 2.0 Applications Guidelines
 - B. Public Comments and Blogging Guidelines.
 - C. Online Privacy and Security Guidelines
 - D. Internet Use Guidelines
 - E. Twitter Guidelines
 - F. Facebook Guidelines
 - G. Video posting Guidelines

4. Any exceptions will be approved by the department head or designee and subject to review by the webmaster.
5. City of Milwaukie Web 2.0 sites shall comply with all applicable [Oregon Administrative Rules](#).
6. City of Milwaukie Web 2.0 sites are subject to State of Oregon [public records laws](#). Any content that is related to City business, including subscribers lists, posts, and comments, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on Web 2.0, according to the City's public records request policy. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a request (see the City of Milwaukie [Twitter](#) and [Facebook](#) guidelines). 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 Recorder's Office for proper filing of requests for information.
7. Oregon law and relevant City [records retention schedules](#) apply to Web 2.0 formats and Web 2.0 content. Unless otherwise addressed in specific Web 2.0 standards, the City 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.
8. Users and visitors to Web 2.0 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 Web 2.0 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 content;
 - D. Content that promotes, fosters, or perpetuates discrimination on the basis of membership in a protected class;
 - 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
9. Prohibited Links
 - A. Candidate sites or sites advocating a position on City or other ballot issues.
 - B. Corporate commercial sites. However, non-profit organizations with information on the City's Web site may include links to member or sponsor organizations.
 - C. Individual personal home pages.

10. Web 2.0 Use Policy and guidelines shall be displayed to users or made available by hyperlink.
11. The City reserves the right to restrict or remove any content that is deemed in violation of this Web 2.0 policy or any applicable law.
12. The City will approach the use of Web 2.0 tools as consistently as possible, organization wide.
13. All new Web 2.0 tools proposed for City use will be approved by the City Manager and the webmaster.
14. Administration of City of Milwaukie Web 2.0 sites.
 - A. The City's webmaster will maintain a list of Web 2.0 tools which are approved for use by City departments and staff.
 - B. The City's webmaster will maintain a list of all City of Milwaukie Web 2.0 sites, including login and password information. Departmental staff will inform the webmaster of any new Web 2.0 sites or administrative changes to existing sites.
 - C. The City must be able to immediately edit or remove content from Web 2.0 sites
15. For each Web 2.0 tool approved for use by the City the following documentation will be developed and adopted:
 - A. Operational and use guidelines
 - B. Standards and processes for managing accounts on Web 2.0 sites
 - C. City and departmental branding standards
 - D. Organization-wide design standards
 - E. Standards for the administration of Web 2.0 sites
16. Pursuant to Federal Trade Commission (FTC) guidelines concerning the use of endorsements and testimonials in advertising, City employees must disclose their employment when endorsing City products or services on the Internet (this includes blogging, Facebook, Twitter, etc.). The FTC requirement gives no consideration to the statement being misleading or actually reflecting the employee's honest opinion. The employee must clearly and conspicuously disclose their employment relationship with the City.
17. The Web 2.0 Use Policy will be reviewed annually or as needed to update guidelines related to new social networking tools.
18. Employee Internet activity will be regularly monitored to enforce the Web 2.0 Use Policy; employees misusing the Internet may be subject to disciplinary action up to and including termination.

Bill Monahan, City Manager

Date

City of Milwaukie Acceptable Use of Digital Equipment, Internet and Web 2.0 Application Guidelines

1. City owned digital equipment, access to the Internet, and City provided applications may not be used for purposes prohibited by City of Milwaukie policies, State or Federal law, including (this list is not necessarily inclusive)
 - conducting private business;
 - political campaigning;
 - announcing union membership meetings or conducting other exclusively union business;
 - sharing or storing unlicensed software or audio/video files; or
 - any illegal or inappropriate usage.
2. Digital equipment and all applications must be authorized and installed by appropriate personnel or designee in each City department. Only software or hardware that meets the City's defined standards will be installed unless an exception has been documented in writing. This includes but is not limited to applications specifically designed to communicate electronically.
3. Use of video, audio, image storage, etc. can put a strain on the available resources of the City's networks and bandwidth. Users shall work through Department heads and the Information Technology Supervisor to establish the resource and bandwidth requirements of any new applications or systems prior to use.
4. Use of Internet resources of any kind for which there is a fee, whether accessed via the Internet, email or other applications, must not be accessed or downloaded without prior approval from a supervisor
5. Use of any of Web 2.0 resources must be consistent with applicable records retention requirements and does not imply privacy.
6. Any attempts to avoid detection of Internet activities in conflict with these guidelines is prohibited.
7. Viewing or printing of inappropriate material (see Public Internet Wi-Fi Policy language) such as pornography or violence to an individual or group is prohibited, unless used as part of a business application, such as a Police investigation.
8. Use of Web 2.0 resources may be used infrequently and occasionally for personal use, as long as such use is incidental and does not interfere with your workload, as determined by your supervisor.

Section B: Public Comments and Blogging Guidelines

Introduction

Public Comments allow the public the opportunity to comment on articles related to governance of the City. City blogs facilitate further discussion of those articles related to governance issues by providing the public the opportunity to submit comments regarding the articles. Submission of comments by members of the public constitutes participation in a limited public forum. This policy should be used in conjunction with the City's Web 2.0 Use Policy.

Definitions

For the purposes of this City of Milwaukie Blogging Policy, the following terms are defined as provided below:

- Blog: (an abridgment of the term web log) is a City of Milwaukie Web site with regular entries of commentary, descriptions of events, or other material such as graphics or video
- Blog article: An original posting of content to a City of Milwaukie blog site by a blog author
- Blog author: An authorized City of Milwaukie official that creates and is responsible for posted blog articles (see blog article)
- Blog comment: A response to a City of Milwaukie blog article submitted by a blog commenter
- Blogger: A City of Milwaukie official or member of the public who submits a comment for posting in response to the content of a particular blog article
- Blog moderator: An authorized City of Milwaukie official who reviews, authorizes and allows content submitted by City of Milwaukie blog authors and public commenters to be posted to a City of Milwaukie blog site

Guidelines

1. City of Milwaukie blogs shall be
 - a. approved by the appropriate Department Head;
 - b. published using the approved City blogging platform and tools; and
 - c. administered by Community Services staff.
2. City of Milwaukie blogs and public comments are subject to State of Oregon [public records laws](#) and the City Web 2.0 Use Policy.
3. Relevant [records retention schedules](#) apply to blogs and public comments.
4. The City reserves the right to restrict or remove any content that is deemed in violation of this guideline or any applicable law.
5. Each City of Milwaukie blog shall include an introductory statement which clearly specifies the purpose and topical scope of the blog.
6. All blog sites shall clearly indicate that they are maintained by the City of Milwaukie and shall have City contact information prominently displayed.

7. Bloggers are subject to the City of Milwaukie Acceptable Use of Digital Equipment, Internet and Web 2.0 Applications Guidelines and Online Privacy and Security Guidelines.
8. All City of Milwaukie blog authors and public commenters shall be clearly identified.
9. Bloggers are required to be registered users on the City of Milwaukie Web site.
10. The content of each City of Milwaukie blog shall be administered and maintained by the respective departments.
11. The linked content of embedded hyperlinks within any City of Milwaukie blog articles or blog comments submitted for posting shall be evaluated prior to posting. The City of Milwaukie does not guarantee the authenticity, accuracy, appropriateness, relevance, or security of the link, or Web site.

Section C: Online Privacy and Security Guidelines

Introduction

These guidelines address collection, use, security, and access to information that may be obtained through use of the City's Web site. It is provided for informational purposes only. The information presented here is not meant to be a contract of any type; either express or implied, and should not be treated as such by site visitors. The information in this statement and/or the guidelines described here may change at any time, without prior notice to any visitor.

This notice covers the following topics:

1. Information Collected and How it is Used
2. Personal Information and Choice
3. Public Access to Information
4. Security
5. Electronic Commerce
6. Disclaimer
7. Contact Information

1. Information Collected and How it is Used

Information collected if you only browse this site

The City reserves the right to gather and store visitor information. Browsing, reading pages, and downloading information on the City's Web site initiates a process that gathers and stores certain information about the visit. This information does not identify the visitor personally. The following are automatically collected and stored about the visit:

- a. The Internet Protocol Address and domain name used. The Internet Protocol address is a numerical identifier assigned either to the visitor's Internet service provider or directly to the visitor's computer. The Internet Protocol Address is used to direct Internet traffic to the visitor. This address can be translated to determine the domain name of the visitor's service provider (e.g. xcompany.com or yourschool.edu). Generally, the City only determines visitor domain names if a security issue is suspected;
- b. The type of browser and operating system used by the visitor;
- c. The date and time the visitor visited the site;
- d. The Web pages or services accessed at the site; and
- e. The referring Web site visited prior to coming to the City's Web site.

Information is collected for statistical purposes and to help the City manage website traffic and content, such as assessing what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

"Cookies" are simple text files stored on the visitor's computer by the visitor's Web browser. The City's policy is to limit the use of cookies. However, some of the applications used by the City utilize cookies to confirm the integrity of online transactions, and enhance website performance. Cookies used in this manner do not contain personally identifiable information.

For site security purposes and to ensure that this service remains available to all visitors, the City's Web site employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage. Except for authorized law enforcement investigations and the security purposes mentioned elsewhere in this notice, no other attempts are made to identify individual visitors or their usage habits. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with City [records retention schedules](#).

What the City collects if the visitor volunteers information

If a visitor to the City's Web site participates in a survey, fills out a form, sends an email, participates in a City-hosted mailing list, discussion, other online transaction, the following additional information will be collected:

- a. The email address, and contents of the email
- b. Information volunteered in response to a survey
- c. Information volunteered through an online form for any other purpose
- d. Information volunteered by participating in an online transaction with the City

The information collected is not limited to text characters and may include audio, video, and images that the visitor sends the City.

The City uses the visitor's email address to respond. It is the City's policy to not use the visitor's email address to send unsolicited email unless the visitor specifically elects to receive it. Survey information is used for the purpose identified by the survey. Information from other online forms is used only for conducting City business related to the online form. The City strives to collect the minimum information necessary to comply with applicable law or provide the service requested.

The City does not sell, rent or otherwise distribute visitor information, including electronic mail addresses, to any outside company or organization, unless legally required to do so.

2. Personal Information and Choice

You may choose whether to provide personal information online.

"Personal information" is information about a person that is readily identifiable to that specific individual. Personal information includes, but is not limited to, an individual's name, address, and phone number. A domain name or Internet Protocol address is not considered personal information.

Visitors may choose not to contact the City by email, participate in a survey, provide personal information using an online form, or engage in an electronic transaction. However, some information available through this site is specific to individual visitors, such as online payments and editable content. Visitors interested in viewing this visitor-specific information are requested to sign up for a password-protected account. The choice to not participate in these activities will not impair the visitor's ability to browse, read, or download general information provided on the site.

If personal information is requested on the Web site or volunteered by the visitor, state law and other applicable laws may protect it. However, this information is treated like any other information provided to the City, and may be subject to public inspection and copying if not protected by federal or state law.

If the visitor believes that their personal information is being used for a purpose other than what was intended when submitted, the visitor may contact the person identified in the Contact Information Section of this statement. If the visitor receives information purporting to be from the City but is suspected to be fraudulent, contact the City at 503.786.7503. The City will also never send an unsolicited email containing a link to a City Web site where confidential personal or financial information is requested.

Visitors are cautioned that the collection of personal information requested from or volunteered by minors will be treated the same as information given by an adult, and may be subject to public access.

3. Public Access to Information

In the State of Oregon, [public records law](#) (ORS 192) ensures that government is open and that the public has a right to access appropriate records and information possessed by City government. At the same time, there are exemptions to the public's right to access public records that serve various needs, including the privacy of individuals. Both state and federal laws provide exemptions.

4. Security

The City has taken steps to safeguard the integrity of its data and prevent unauthorized access to information it maintains. These measures are designed to prevent corruption of data, block unknown or unauthorized access to its systems and to provide reasonable protection of private information in our possession.

This information should not be construed in any way as giving business, legal, or other advice, or warranting as fail proof, the security of information provided via the City's Web site.

Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under federal statutes such as the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

5. Electronic Commerce

Increasingly, visitors to the City's Web site have the option to do business with the City over the Web including making electronic payments for goods and services. The City uses appropriate technology and other safeguards to protect financial and other sensitive data.

6. Disclaimer

The City's Web site has links to external Web sites, including links to Web sites operated by other government agencies, nonprofit organizations, and private businesses. When the visitor links to another site, they are no longer on the City's Web site and this Privacy Notice will not apply. When the visitor links to another Web site, they are subject to the privacy policy of that new site. Visitors linking to another site are encouraged to examine the site's privacy policy.

Neither the City, any department, officer, or employee of the City warrants the accuracy, reliability or timeliness of any information published by this system, nor endorses any content, viewpoints, products, or services linked from this system, and shall not be held liable for any losses caused by reliance on the accuracy, reliability, or timeliness of such information. Portions of such information may be incorrect or not current. Any person or entity that relies on any information obtained from this system does so at their own risk.

7. Contact Information

To offer comments about the information presented in this Privacy and Security Guideline, contact the City at 503.786.7503

D. Internet Use Guidelines.

Users of this electronic resource are to act in a responsible and ethical manner, consistent with the educational and informational purposes for which these services are provided. In accordance with federal, state, and local laws and regulations, this service is not to be used for any illegal or criminal purpose, including, but not limited to, accessing legally obscene materials, harassment or stalking, unauthorized access to computer systems, unauthorized file sharing, illegal downloading of copyright protected materials, or in a manner that disrupts the work of other users of this system. Inappropriate materials include but are not limited to pornography and visual content that is sexually graphic or features nudity or extreme violence.

The user will be held responsible for the user's actions, and users are expected to abide by the City's Web 2.0 Use Policy, and any other policies specific to individual departments such as the Library.

The Internet is a decentralized, unmoderated global network; the City of Milwaukie has no control over the content found on the Internet. The City will not censor access to material nor protect users from offensive information, and it is not responsible for the availability and accuracy of information found on the Internet.

Security Warning:

This free Wi-Fi service is an open network provided for your convenience and its use is at your own risk. It is available to the general public, and is not inherently secure. The provider cannot and does not guarantee the privacy of your data and communication while using the service.

There are potentially serious security issues with any computer connected to the Internet, ranging from viruses, worms and other programs that can damage the user's computer to attacks on the computer by unauthorized or unwanted third parties. By using this service you acknowledge and knowingly accept the potentially serious risks of accessing the Internet over an unsecured network. It is recommended that users take steps to protect their own computer system, such as installing current anti-virus software and maintaining appropriate firewall protection. For further information on how to protect yourself on this open network, consult a security professional.

Disclaimer

This service provides access to the Internet on an "as is" basis with all risks inherent in such access. The service is provided on an "as available" basis without warranties of any kind. There is also no guarantee that the service will be uninterrupted or error-free. No advice or information given by the providers, affiliates, or contractors of the service or their respective employees shall create such a warranty.

Under no circumstances shall the providers of the service, or affiliates, agents, or contractors thereof, be liable for any direct, indirect, incidental, special, punitive or consequential damages that result in any way from user's use of or inability to use the service or to access the Internet or any part thereof, or user's reliance on or use of information, services or merchandise provided on or through the service, or that result from mistakes, omissions, interruptions, deletion of files, errors, defects, delays in operation, or transmission, or any failure of performance. City employees cannot assist in making changes to a user's computer settings or otherwise troubleshoot internet access problems.

By using this free Wi-Fi service, you also agree to all terms set forth above.

8. Twitter Guidelines

Twitter is a micro blogging tool that allows account holders to tweet (transmit) up to 140 characters of information to followers (subscribers). The City tweets information directly to Twitter followers, alerting them to news and directing them to www.cityofmilwaukie.org for more information. These guidelines should be used in conjunction with the City's Web 2.0 Use Policy.

Guidelines

1. The City will have only one Twitter account, administered by the Community Services Department. Additional accounts will be considered by the Community Services Department and the respective department representative.
2. The department's Twitter bio will include appropriate information for identifying the purpose of the account and state that the list of followers is subject to public records law and the City's Online Privacy and Security Guidelines.
3. Twitter accounts shall serve three primary purposes:
 - Get emergency information out quickly
 - Promote City-sponsored events
 - Refer followers to content hosted at www.cityofmilwaukie.org.
4. Information posted on Twitter shall conform to City Internet policies and guidelines. Tweets shall be relevant, timely and informative.
5. Twitter content shall mirror information presented on the City's Web site.
6. Tweets must be composed and posted by Department Heads or their designee.
7. Retention of Tweets will be maintained according to the Web 2.0 Use Policy.

9. City of Milwaukie Facebook Guidelines

Purpose

Facebook is a social networking site, designed to drive traffic to the City Web site and to inform more people about City activities. This guideline should be used in conjunction with the City's Web 2.0 Use Policy.

Establishing a Facebook Account

When a department determines it has a need for a Facebook account, it will submit a request to the Community Services Department Director or designee. Once approved, the Community Services Department Director or designee will create the account and provide administrative information to manage the account.

Guidelines

1. The City will support the creation of Facebook 'pages,' not 'groups.'
2. Main page elements
 - a. Each main page will include a picture, the City's logo, a link to the City's Web site, description of the page content, and default to the Wall to connect users to the freshest content. The following should be included as a boilerplate statement:
This site is intended to communicate between the public and the City of Milwaukie on the listed topics. Any comments submitted to this page are public records subject to disclosure pursuant to public records law.
 - b. Comments shall be allowed at department head discretion. If enabled, the Wall page should include a Comment Policy Box with the following disclaimer:
Comments posted to this page will be monitored under the City of Milwaukie policy. The City reserves the right to remove inappropriate comments.
 - c. Content posted to the Wall shall also exist on the City's Web site.
3. Page administrators
 - a. A successful page requires active administration. The page administrator is the Department Head or designee, and is responsible for monitoring the Facebook page and approving posts.
 - b. The page administrator is responsible for maintaining page content. The Department head will designate a back-up administrator in the designee's absence.
4. Style
 - a. Departments will use proper grammar and avoid jargon and abbreviations. The City's Facebook page is meant to be more informal than other communication tools, but still represents the City at all times.
5. Applications

- a. There are thousands of Facebook applications, many of which are run by third parties. Some applications may be useful to the City's mission but may pose security risks.
 - b. An application should not be used without approval of the Community Services Department Director or designee, having determined that the application comes from a trusted source, serves a business purpose, and adds to the user experience.
 - c. An application may be removed at any time if there is significant reason to think it is causing a security breach, or inconsistent with the City Web 2.0 Use Policy.
6. Retention of Facebook content will be maintained according to the Web 2.0 Use Policy.

10. Video Posting Standard

Purpose

The City of Milwaukie provides access to online video for one or more of the follow goals: provide information about City services, showcase City and community events, explore City issues and highlight outstanding individuals and organizations, and viewing of public meetings. 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 City's Web 2.0 Use Policy.

Guidelines

1. All video content must reside on a City Web site page, Facebook, or other appropriate location under this Policy.
2. Videos must be produced by the City, permission granted by the producer, or resides in the public domain (e.g.; youtube.com).
3. Video content posted to the City Web site shall be subject to the Web 2.0 Use Policy's records retention guidelines.
4. Video quality should strive to be visually and audibly clear, relevant, and appropriate for public viewing. Low quality video will be considered as long as content is compelling and informative.
5. Video submissions should contain title and description, length, and originating source.
6. Videos posted to the City's Web site shall have comments disabled.