



Personnel and Administrative Policy and Procedure

SUBJECT: Social Media (Web 2.0)	EFFECTIVE DATE: January 1, 2012 REVIEWED: April 11, 2012 REVISED:
CATEGORY: Records Information Management POLICY NUMBER: 600.6	CROSS REFERENCE:

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.

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.

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.