

Purpose: To address the fast-changing landscape of the internet and the way residents communicate and obtain information online, the VPD may use social media tools to reach a broader audience. Social media is to serve as an online information source focused on District issues, projects, news and events. The best, most appropriate uses of social media platforms fall into two general categories: as channels for disseminating time-sensitive information as quickly as possible (i.e., emergency information); and as marketing or promotional channels which increase the District's ability to deliver its messages to the widest possible audience. This policy establishes guidelines for the use of social media.

Social Media/Networking Defined: Social Media is defined as the use of third-party hosted online technologies that facilitate social interaction and dialogue. Such third-party hosted services and tools may include, but are not limited to: social networking sites (MySpace, FaceBook, Linked-In), microblogging tools (Twitter, RSS feeds), audio-visual networking sites (YouTube, Flickr), blogs, etc.

General Policy:

- VPD's official website at www.vashonparks.org will remain the District's primary means of internet communication.
- The establishment of VPD social media sites requires approval by the Executive Director. Upon approval, VPD social media sites shall bear the name and/or official logo of the District.
- All content on VPD social media sites shall be reviewed, approved, and administered by the Executive Director or designee.
- VPD social media sites shall clearly state that such sites are maintained by the District and that the sites comply with the District's Social Media Policy.
- VPD social media sites shall link back to the VPD's official website for forms, documents, online services and other information necessary to conduct business with VPD.
- The Executive Director or designee shall monitor content on VPD social media sites to ensure adherence to both the District's Social Media Policy and the interest and goals of the District.
- VPD shall use social media sites as consistently as possible and in conjunction with other established District communication tools.
- VPD social media sites shall be managed consistent with the **Open Public Meetings Act**. VPD Commissioners are strongly discouraged from "friending" other Commissioners. VPD Commissioners should, in general, not comment or otherwise communicate on the District's social media sites with the exception of a single designated Commissioner.
- VPD reserves the right to terminate any District social media site at any time without notice.
- VPD social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- VPD's Social Media Policy shall be displayed to users or made available by hyperlink.
- All VPD social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- VPD social media sites are subject to the **Washington Public Records Act**. Any content maintained on a VPD social media site that is related to VPD business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure and records retention requirements. Any VPD social

media site will clearly state that all content submitted by members of the public is potentially subject to public disclosure pursuant to the Public Records Act, RCW 42.56. Content that needs to be retained as a record must be archived electronically or printed and maintained in a Fileshare folder marked accordingly. Archiving will occur monthly at minimum.

- Designated employees representing VPD on VPD social media sites shall conduct themselves at all times as a professional representative of the District and in accordance with all District policies.
- 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 VPD and members of the public. VPD social media site postings and comments containing any of the following forms of content shall not be allowed:
 - Comments not topically related to the particular social medium posting 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.

Applicability:

All VPD presences on social media platforms are considered an extension of the District's Personnel Policies. Approved Social Media designees are permitted to access and maintain approved VPD social media accounts during regular work hours and/or using District equipment.

Employees and Commissioners representing VPD via social media platforms must conduct themselves at all times as representatives of VPD. Employees who fail to conduct themselves in an appropriate manner are subject to the disciplinary procedures outlined in applicable VPD Personnel Policies.

- When posting information on the District's or another organization's social media site, the designated employee or Commissioner must identify themselves by full name, title, and contact information, and shall address issues only within the scope of their specific authorization.
- All content posted by the designated employee or Commissioner should be factual, true and not misleading and all claims should be substantiated. In the event inaccurate information is posted, it should be removed as soon as discovered and a public correction should be made.