

Social Media Administrative Policy (External)
Chapter 7, Records and Information
Effective Date: May 1, 2019

PURPOSE:

- To establish basic guidelines, standards and instructions for external use of the City's official social media sites.
- To establish user guidelines for City social media sites to ensure consistency, accuracy, value to citizens, and compliance with State and Federal laws.
- To prohibit inappropriate use.

GOAL:

To establish and document the acceptable and appropriate use of the City's social media sites.

SCOPE:

This policy applies to all users of official City of Kirkland social media sites.

DEFINITIONS:

- A. ***Social Media:*** the use of third party hosted online technologies that facilitate social interaction and dialogue provides alternative ways for the City of Kirkland to share information with a broader audience. Social Media includes social networking sites like Facebook or Instagram, micro-blogging tools such as Twitter and audio-visual networking sites such as YouTube.
- B. ***Site Manager:*** a designated City contact who creates a department-specific Social Media site and is responsible for posting information and monitoring comments on that site.
- C. ***Site Contributor:*** a designated City contact who posts information and monitors comments under the direction of a site manager.
- D. ***Post:*** an article or short statement or other content posted to a City social media site by a City site manager or site contributor.
- E. ***Commenter:*** a member of the public who submits a comment for posting in response to the content of a particular City post or social media content.

- F. ***Comment:*** a response to a City post or social media content submitted by a commenter or site contributor.
- G. ***Subscriber:*** a member of the public who subscribes to a social media site to receive regular updates (such as "followers" in Twitter and "fans" in Facebook).

REFERENCES:

The following City of Kirkland Administrative Policies should be referenced for further clarification:

- Administrative [Policy 7-6: Copyright Policy](#)

POLICY:

I. Privacy Policy and Disclaimer

Any individual accessing, browsing and using a City of Kirkland Social Media site accepts without limitation or qualification, the City's Social Media Policies (hereafter "Policies"). These terms and conditions apply only to the Social Media sites (defined here as third party hosted online technologies that facilitate social interaction and dialogue, such as Facebook, Twitter, Instagram and YouTube) that are managed by the City of Kirkland. The City of Kirkland maintains the right to modify these Policies without notice.

Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Kirkland Social Media site following the posting of any modification signifies acceptance of such modification.

All users of a City of Kirkland's Social Media site are also subject to the site's own Privacy Policy. The City of Kirkland has no control over a site's privacy policy or their modifications to it. The City of Kirkland also has no control over content, commercial advertisements, or other postings produced by the Social Media site that appear on the City of Kirkland Social Media site as part of the site's environment.

The City of Kirkland operates and maintains its Social Media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City of Kirkland assumes no liability for any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent, or error-free.

II. Posts Policy

Although we encourage posts and comments on City of Kirkland Social Media sites that allow posts, these sites are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to the topic at hand. The following are prohibited on City of Kirkland Social Media sites:

- A. Comments not topically related to the particular post being commented upon;
- B. Posts and comments that promote or advertise commercial services, entities or products except as stipulated in City marketing plans and determined by the City to support public goals such as economic development;
- C. Comments for the purpose of assisting a campaign for election of any person to any office or for the promotion of or opposition to any ballot proposition as prohibited by RCW 42.17A.555
- D. Posts and comments that include threatening language or defamation;
- E. Obscene or sexual content or links to obscene or sexual content;
- F. Illegal activity or encouragement of illegal activity;
- G. Information that may tend to compromise the safety or security of the public or public systems;
- H. Comments from children under 13 pursuant to the Children's Online Privacy Protection Act. By posting on a City social media site, users acknowledge that they are at least 13 years old. Those 12 years old or younger may e-mail the City instead; or
- I. Content that violates a legal ownership interest of any other party.

The City of Kirkland reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to City of Kirkland Social Media sites that allow posts will be periodically reviewed. All posts and comments are public records subject to public disclosure under the Public Records Act.

Communications made through City of Kirkland Social Media sites in no way constitute a legal or official notice or comment to the City of Kirkland. (For example, a post or comment that asks for public records will not be considered a public records request under RCW 42.56.) To comment about a specific city project or program, please contact the appropriate department.

III. Links Policy

Links to other Social Media Sites and External Websites Provided on City of Kirkland Social Media Sites:

- A. The City of Kirkland may select links to other Social Media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's Policies no longer apply and you become subject to the policies of that page or site. The City of Kirkland's Social Media sites are intended specifically to share information about City programs, events and services. The City of Kirkland is not responsible for the content that appears on these outside links and provides these links as a convenience only. Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by, provided by or endorsed by the City of Kirkland. The City reserves the right to delete links posted by outside individuals that violate the City's Posts Policy at any time without notice.

Links by Other Entities to City of Kirkland Social Media Sites:

- A. It is not necessary to get advance permission to link to City of Kirkland Social Media sites; however, entities and individuals linking to City of Kirkland Social Media sites may not present City of Kirkland content as their own or otherwise misrepresent any of the City's Social Media site content. Furthermore, they shall not misinform users about the origin or ownership of City of Kirkland Social Media site content. Links to City of Kirkland Social Media sites should not in any way suggest that the City of Kirkland has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

IV. Copyright Policy

See [Policy 7-6, Copyright Policy](#).

V. Contact Us

If you have any questions or concerns about the City of Kirkland Social Media Policy or its implementation, or if you find incorrect information or are interested in seeking permissions that fall outside of the guidelines above, please contact the City's Communications Program Manager.