

**RESOLUTION NO. 2021/22-03
CITY OF DAYTON, OREGON**

A Resolution Adopting a Social Media Policy for the City of Dayton

WHEREAS, the City of Dayton desires to openly and transparently communicate with residents about City operations; and

WHEREAS, the City of Dayton uses many electronic tools and forums to communicate with residents and visitors about City operations; and

WHEREAS, emerging technologies bring new challenges for recordkeeping, free speech, transparency, and communications with them; and

WHEREAS, social media platforms can provide important tools to help the City disseminate time-sensitive information in a quick and efficient manner, including emergency situations; and

WHEREAS, these platforms are also effective tools for communication with residents, supporting City activities, and promoting our community; and

WHEREAS, it is important to provide guidelines to all users for conduct and use of social media to engage residents and visitors on the City's behalf; and

WHEREAS, the City of Dayton desires to establish a social media policy to address the use of those electronic communications and information online;

NOW THEREFORE, BE IT RESOLVED:

1. The City of Dayton hereby establishes a Social Media Policy, as described in Exhibit A, to provide guidelines for electronic communications and information shared online.

ADOPTED this 19th day of July 2021.

In Favor: Frank, Holbrook, Mackin, Marquez, Price, Sandoval-Perez

Opposed: None

Absent: Wytoski

Abstained: None



Elizabeth Wytoski, Mayor



Date of Signing

ATTESTED BY:



Patty Ringnald, City Recorder



Date of Enactment

Attachment: Exhibit A

EXHIBIT A



CITY OF DAYTON

SOCIAL MEDIA POLICY

Use

1. "Social media" includes blogs, Facebook, Instagram, Twitter, YouTube and other similar accounts.
2. All use of social media and any new form of social media must be reviewed and approved by the City Manager. The City of Dayton's website will remain the City's primary internet presence.
3. The city shall identify those employees authorized to use social media on behalf of the city. Only those employees who are authorized shall engage in social media activities on behalf of the city. The city manager shall maintain a list of authorized social media users.
4. All social media accounts shall be created using a city-issued email address, whenever possible.¹ This will ensure that:
 - a. Personal and professional communications are separated;
 - b. The city can back up public conversations because the city owns and controls the email address;
 - c. The city can access the site when the employee is out on vacation or otherwise away from the office or leaves employment with the city; and
 - d. The city can determine that the site is legitimately the city's and not a rogue site generated from a private email address.
5. The city shall notify users and visitors to the social media site that the purpose of the site is to facilitate communication between the city and the public. Each site shall contain the following message:

¹ Some social media sites, such as Facebook, prohibit creation of a government "page" without the use of a personal account. In those instances, the city should provide a process for transition of page management in the event the person holding the primary personal account associated with the page leaves the city.

This site is created by the city of Dayton. This site is intended to serve as a mechanism for communication between the public and the city of Dayton on all topics relevant to city business. The city of Dayton reserves the right to remove comments or postings that violate any applicable laws. A list of content that will be removed may be viewed at: *[insert hyperlink to user guidelines²]*. Postings to this site are public records of the city of Dayton and may be subject to disclosure under the Oregon Public Records Law.

The city of Dayton does not endorse nor sponsor any advertising posted by the social media host, and notes that the social media is a private site, and the privacy terms of the site apply. The city of Dayton does not guarantee reliability and accuracy of any third-party links.

6. Where possible, all social media sites will display the city's logo for consistency and authenticity.
7. Social media posts are considered public records if posts are made on an official city account; *or* on a city staff member or official's private account which makes or receives comments on city matters.
8. The city and its employees and officials shall not discriminate against public speech based on content or viewpoint. The city, its staff and its officials may not engage in viewpoint discrimination but will remove content that does not meet the guidelines set forth below. All persons who wish to "friend," "follow," "re-tweet," etc. must be allowed to do so.
9. The following content posted by the public may be removed:
 - a. Comments not topically related to the particular 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 upon the basis on race, religion, gender, gender identity, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, source of income, or other protected status under applicable law;
 - e. Inappropriate sexual content or links to inappropriate sexual content;
 - f. Solicitations of commerce, *e.g.*, ads;
 - g. Conduct or encouragement of illegal activity;

² Social media user guidelines are provided in Appendix A.

- h. Private and confidential information;
- i. Information that may tend to compromise the safety or security of the public or public systems; or
- j. Content that violates a legal ownership interest of any other party.

These guidelines shall be displayed to all users or made available by hyperlink. Any content removed must be retained, including the time, date, and identity of the poster when available.

Records Retention

1. The city must maintain and preserve social media records in compliance with the Oregon Public Records Law. The Public Records Law applies regardless of whether the social media site is hosted by the city or a third party.
2. Those engaged in social media activities must be familiar with the city's records retention schedule. Any posted original content that is not a copy of a preexisting city record must be captured and retained by saving a copy and providing it to the city's records custodian.
3. Social media content shall be retained by composing and retaining messages/posting in local software and noting the time and date posted, or by capturing screenshots of the post once it is on the page.³
4. Non-Original Social Media Content Maintained Elsewhere
Any posted content that is a copy of a city record that exists in another location does not need to be separately preserved, provided that the original content is being retained in compliance with the appropriate city retention schedule and media preservation requirements. Employees should use social media applications exclusively as a mechanism for providing the public with links or references to content that is maintained as an official city record elsewhere. Links or references posted to social media accounts are considered convenience copies which need to be retained only "as needed" or "until superseded."
5. Original Social Media Content
Any posted original content that constitutes a city record and that is not preserved and retained elsewhere in compliance with the appropriate city retention schedule, must be captured by the city and retained according to the appropriate schedule and preservation requirements. The person who posts the content is responsible for retaining and preserving the record.

³ The City of Dayton may also utilize third party software that can coordinate multiple social media accounts and capture social medial content automatically for a city.

- a. Speeches/Statements/News Releases/Program Activity Records
Content that contains written or photographed accounts of a city event, or summary of such events posted to social media are considered statements and reports for retention purposes and should be retained generally for two years from the time they are “published.” If these posts contain policy or historically significant content, they must be retained permanently.
- b. Correspondence
Incoming messages from the public that arrive via the city’s social media account should be treated as correspondence. Messages completely unrelated to the city’s activities does not need to be retained. If the message relates to the city’s activities or functions, it must be captured and retained per the retention category that most closely corresponds to the content of the message. Staff are advised to respond to correspondence via email or other “offline” messaging methods and if possible, communicate directly with the individual and maintain that correspondence.
- c. Content Associated with a Specific Function or Activity
Information received from the public in response to social media posts used as a public entry point to solicit specific information—such as conducting a poll or to launch a process or placing an order—should be retained along with other records associated with that function or activity using the appropriate retention schedule.

Any staff member in violation of this social media policy is subject to disciplinary action pursuant to the city’s personnel manual, including but not necessarily limited to termination.

Appendix A – SOCIAL MEDIA USER GUIDELINES

The city of Dayton encourages the public to share thoughts as they relate to the topics being discussed on the city's social media sites. The views expressed in visitor comments reflect those of the comment's author and do not necessarily reflect the official positions of the city of Dayton. Public comments are considered public information and may be subject to monitoring, moderation and disclosure to third parties. Users shall refrain from posting and the city of Dayton reserves the discretion to remove:

- a. Comments not topically related to the particular 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 upon the basis on race, religion, gender, gender identity, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, source of income, or other protected status under applicable law;
- e. Inappropriate sexual content or links to inappropriate sexual content;
- f. Solicitations of commerce;
- g. Conduct or encouragement of illegal activity;
- h. Private and confidential information;
- i. Information that may tend to compromise the safety or security of the public or public systems; or
- j. Content that violates a legal ownership interest of any other party.

These user guidelines may be subject to modification at any time.