

Key Peninsula Metropolitan Park District  
Dba Key Pen Parks



**Resolution No R 2014-17**

**A RESOLUTION TO ADOPT KEY PARKS SOCIAL MEDIA POLICY**

WHEREAS, the Board of Park Commissioners for Key Pen Parks desires to adopt Key Pen Parks Social Media policy; and

WHEREAS, the Board of Commissioners have met and made adjustments and changes deemed necessary and proper to Key Pen Park's social media policy, now, therefore be it,

NOW, THEREFORE, THE BOARD OF COMMISSIONERS OF KEY PEN PARKS HEREBY RESOLVES AS FOLLOWS:

Section 1. Key Pen Parks Social Media Policy attached hereto as Exhibit 1 is hereby adopted.

Passed and adopted by the Board of Park Commissioners for Key Pen Parks at a regular meeting held at Volunteer Park Annex this 10<sup>th</sup> day of November, 2014.

Attest:

Key Pen Parks  
Board of Commissioners  
Pierce County, Washington

Mark Michel, Vice President

Edward Robison Member-at-Large

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Bill Trandum, President

Kip Clinton, Clerk

John Kelly, Member-at-Large

## Key Pen Parks Social Media Policy

### **PURPOSE**

The purpose of this policy is to provide guidelines and define individual and agency responsibilities for the use of social media. Social media includes, but is not limited to, social networking sites such as Myspace, Facebook and LinkedIn, micro-blogging tools such as Twitter, and audio-visual sites such as YouTube.

### **PROCEDURES**

- A. Since social media sites lose the interest of their audiences when not updated regularly, Key Pen Parks' staff should calculate the time and effort it will take to maintain a site so that visitors continue to find value over time. As a rule of thumb, social media sites should be updated at least once per week.
- B. The Executive Director will appoint specific staff members to maintain the sites. The Executive Director will be responsible for ensuring staff follows the procedures set forth in this social media policy and monitoring the sites for appropriate use by employees.
- C. All approved uses of social media must be reported to the Executive Director. A list of all Key Pen Parks' social media sites that are operating, including login information and password, will be maintained by the Executive Director or designee.
- D. Key Pen Parks' staff is responsible for monitoring comments, removing any prohibited content, and saving content as required by the Public Records Act (RCW 42.56).

### **INFORMATION POSTED TO SOCIAL MEDIA SITES**

#### District-Posted Information

- A. The most appropriate uses of Key Pen Parks' social media sites are: 1) time-sensitive and emergency information; and 2) as a communications and marketing tool to increase Key Pen Parks' ability to broadcast its messages to the widest possible audience.
- B. Wherever possible, content posted to Key Pen Parks' media sites will also be available on Key Pen Parks' main website.
- C. Social media sites should contain links directing users back to the main Key Pen Parks' website for in-depth information, forms, documents, or online services necessary to conduct business with the district.

- D. Social media sites must clearly indicate that all content posted or submitted for posting are subject to public disclosure.
- E. Commissioners should not comment or otherwise communicate on Key Pen Parks' social media sites. Participating in online discussions may constitute a meeting under the Open Public Meetings Act (RCW 42.30).
- F. Information posted on social media sites must be related to official Key Pen Parks' business.
- G. Employees are expressly forbidden to misuse any social media access privileges in any way that may include, but is not limited to:
  - 1. Using social media accounts for unlawful activities, including but not limited to, violations of copyright law, or for activities that are malicious or have the effect of harassing other users.
  - 2. Violating the acceptable use policies of any network to which they connect to the account.
  - 3. Misrepresenting Key Pen Parks' programs or policies in their communications.

#### Information Posted by Outside individuals

- A. For all Key Pen Parks' social media sites that allow posts, those sites are limited public forums, moderated by district staff to ensure content posted by outsiders is appropriate.
  - 1. Posted content (including comments, photos and links) must relate to the topic posted by Key Pen Parks to be considered appropriate.
  - 2. Inappropriate and prohibited content is subject to immediate removal from the site; this includes content that:
    - Is not topically related to the particular article being commented upon.
    - Promotes or advertises commercial services, entities or products.
    - Supports or opposes political candidates or ballot propositions.
    - Is obscene.

- Discusses or encourages illegal activity.
  - Promotes, fosters, or perpetuates discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.
  - Provides information that may tend to compromise the safety or security of the public or public systems.
  - Violates a legal ownership.
- B. Inappropriate content is subject to immediate removal and will be retained by Key Pen Parks as required under the Public Records Act.

#### **RETENTION OF POSTED INFORMATION**

- A. Information posted to Key Pen Parks' social media sites is subject to the Public Records Act (RCW 42.56) and records retention requirements (RCW 40.14) set by state law. Records retention schedules can be found at <http://www.sos.wa.gov/archives/RecordsRetentionSchedules.aspx>
- B. Key Pen Parks' staff is responsible for ensuring retention of the original source content in organized, searchable electronic folders. Original content posted by staff on Key Pen Parks' social media sites must be saved. The records should be retained in such a manner that entire folders can be deleted after reaching the minimum retention period as set by state law. Destruction must be appropriately logged and submitted to the Key Pen Parks Records Clerk.
- C. All comments posted by outside users on Key Pen Parks' social media sites, including those that are inappropriate and removed by staff, must be retained. Staff must copy these posts, including the Key Pen Parks information to which they are responding, if applicable. In addition, when inappropriate content is removed, staff must document who removed the content and the date and time the content was removed.