



**City of Lake Forest Park
City Council Communications Committee
Thursday, July 7, 2016
4:30 p.m.
Lake Forest Park City Hall
Lake Forest Room
17425 Ballinger Way NE
PROPOSED AGENDA**

Committee Members: **Phillippa Kassover, Chair; Mark Phillips, Tom French**

4:30 p.m. **Call to Order**
Adoption of Agenda
Adoption of Meeting Notes – May 23, 2016

Committee Discussion Topics

- 1. Review Social Media Policy: Resolution 1409, passed March 2014*
- 2. Chair's Report from Meeting with Administration's Communications Team*
- 3. Gain Input from Committee on Specific Council Communications Needs for Inclusion in Draft Communications Plan*

6:00 p.m. **Adjourn**

DRAFT

**Council Communications Committee Notes
Lake Forest Room
May 23, 2016**

Councilmembers Present: Phillippa Kassoover, Chair; Mark Phillips, Councilmember; Tom French, Councilmember

Also Present: Deputy Mayor Stanford (arrived 5:05 p.m.)

Councilmembers Absent: None

Staff Present: Pete Rose, City Administrator; Frank Zenk, Public Works Director; Aaron Halverson, Environmental Programs Manager; JoAnne Trudel, Deputy City Clerk

Visitors: 3

Chair Kassoover called the meeting to order at 4:30 p.m. and noted the addition of two items to the agenda: Consideration of Tasks for an Intern and the Council Webpage.

Approval of Agenda

French moved, Phillips seconded, to adopt the agenda as amended. The motion carried unanimously.

Approval of Meeting Notes – April 25, 2016

Phillips moved, French seconded, to approve the meeting notes of April 25, 2016 as presented. The motion carried unanimously.

Review Town Hall Event on May 5, 2016

Members discussed the recent Town Hall meeting, including:

- Additional background on the strategic plan could have been helpful for members of the public who had not attended any of the previous strategic plan meetings;
- The meeting was a good interim step toward plan adoption;
- Information compiled from the meeting will be helpful to Council;
- More clarification of the color coding might have been helpful;
- A lot of information was presented.

Consideration of Tasks for an Intern

City Administrator Rose presented this item, noting the Council Budget & Finance Committee recently considered a request for two temporary intern positions: one for engineering and one to help with the work plan, including, in part, items to assist the Council Communications Committee, such as:

- Web content development;
- Next steps in social media;
- Development of cable channel content.

Discussion followed.

Review Draft Communications Plan

The Committee reviewed and discussed the latest update to the draft Communications Plan. Discussion included:

- Roles of the Council and the Administration;
- What “decentralized” communication could look like;
- Addition of local businesses to the Target Audience section (suggested by Staff Member Halverson);
- Value of a communications audit and communications training;
- Council-related initiatives versus what the City Administration is working on;
- Talking Points.

City Administrator Rose responded to questions.

There was consensus of the group that the next step is for the Administration to review the plan and today’s discussion and get back to the Committee prior to the June meeting.

Council Webpage

Deputy Mayor Stanford noted she took screen shots of the Council pages on the website and made notes on them, which she will pass along to the Committee.

Next Town Hall

Timing and topics, specifically transportation, for the next Town Hall meeting were briefly discussed. It was noted Sound Transit will make a decision by June 23, 2016 regarding the future of the ST3 project as a ballot measure. It was also noted that June is already busy with Council meetings and it likely would not be feasible to hold a Town Hall prior to the 23rd. Members discussed that ST3 anticipates having outreach components that could be the topic of a Town Hall meeting, and that the Council’s outreach efforts could be shared with the City Engineer’s outreach.

Public Engagement

Chair Kassover mentioned the flyer from the International Association for Public Participation Spectrum of Public Participation document as a tool to reference for good information.

There being no further business, the meeting was adjourned at 5:47 p.m.

Respectfully submitted:

JoAnne Trudel
Deputy City Clerk

RESOLUTION NO. 1409

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF LAKE FOREST PARK, WASHINGTON ADOPTING A
CITY SOCIAL MEDIA POLICY**

WHEREAS, the City of Lake Forest Park desires to improve openness and opportunities for community involvement; and

WHEREAS, the City is interested in sharing information about emergencies, special events, human services opportunities, emergent event notices and block watch information; and

WHEREAS, the City recognizes the value of social media to share information quickly and in near real-time; and

WHEREAS, the City Attorney has reviewed and approved social media policy; and

WHEREAS, the City will report back to the City Council regarding the activities, benefits, costs, and labor hours in implementing the social media policy by January, 2015.

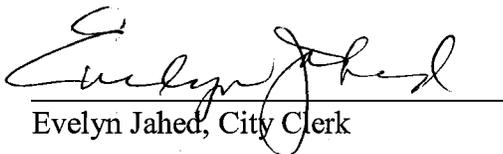
NOW, THEREFORE, the City Council of the City of Lake Forest Park, Washington approves the City Social Media Policy.

ADOPTED BY A MAJORITY VOTE of the members of the City of Lake Forest Park City Council this 27th day of March, 2014.

APPROVED


Mary Jane Goss, Mayor

ATTEST:


Evelyn Jahed, City Clerk

City of Lake Forest Park's Social Media Policy

1.0 PURPOSE

Social media (defined here as the use of third party hosted online technologies that facilitate social interaction and dialogue) provides alternative ways for the City of Lake Forest Park to share information with a broader audience. Social Media includes social networking sites like Facebook, Twitter, YouTube, and Instagram. The City of Lake Forest Park's Social Media sites are intended specifically to share information about City programs, events and services. The City of Lake Forest Park 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.

This policy establishes guidelines for the City of Lake Forest Park's use of social media.

2.0 DEPARTMENTS AFFECTED

All departments that use social media.

3.0 PROCEDURES

3.1 Creating Department Social Media Accounts

- 3.1.1 Prior to creating a social media account, departments should consider the need and value of a department- or program-dedicated account. Since social media accounts are not an effective communication tool when not updated regularly, department staff should calculate the time and effort it will take to maintain a account so that visitors continue to find value over time. As a rule of thumb, social media accounts should be updated at least once per week.
- 3.1.2 Departments must obtain approval from the City Administrator prior to creating a social media account.
- 3.1.3 Once approval is received from the City Administrator, the department must use the common social media account format and guidelines developed by the social Media Team to develop the social media account in order to ensure appropriate information is posted and to maintain consistency with other City social media accounts.
- 3.1.4 The IT Programs Manager shall maintain a list of all City social media accounts that are operating. Departments must inform the IT Programs Mgr. if they intend to stop operating their social media account.
- 3.1.5 The Department director must appoint a specific staff member(s) to maintain and monitor the social media account. Directors are responsible for ensuring their staff follows the procedures set forth in this Social Media Policy.
- 3.1.6 In compliance with sections 3.2 and 3.3, department staff are responsible for regularly posting information, monitoring comments, removing any prohibited content as set forth in section 3.2.2, and saving content required under the Public Records Act as described in Section 3.3.
- 3.1.7 A Comment Policy Notice must be displayed on all Social Media accounts that allow it, indicating the discussion is moderated and inappropriate content will be removed. If the

social media site does not allow the City's Comment Policy Notice to be posted a link to the City's website that provides the notice must be posted on the social media account on a regular basis.

3.2 Information Posted on Social Media Sites

3.2.1 City-Posted Information

- 3.2.1.1 The most appropriate uses of City Social Media accounts are: (1) for time-sensitive and emergency information; and (2) as a communications/promotional/marketing tool which increases the City's ability to broadcast its message to the widest possible audience, and (3) to share information efficiently by taking advantage of popular technologies that deliver information to the public.
- 3.2.1.2 City staff must maintain accurate City information on Social Media accounts by frequently reviewing and updating it as necessary and appropriate.
- 3.2.1.3 In order to ensure appropriate retention of public records, most content posted by the City departments on City Social Media accounts should not be original source content (content that has not been created anywhere else; only exists on the Social Media account), but rather a secondary copy of information that is posted either on the City website or contained in a hard copy. The City's social media accounts will be tracked by the City's archiving consultant for retention and searching.
- 3.2.1.4 A link to the City's website, www.cityofflp.com, must be included on all Social Media accounts, directing users back to the City of Lake Forest Park website for in-depth information on the posted content.
- 3.2.1.5 Councilmembers, Commissioners, the Mayor and other officials and appointed volunteers (i.e., members of the Planning Commission, PRCS Board, Library Board, Economic Development Advisory Committee and ad hoc appointed citizen advisory committees) should not comment or otherwise communicate on the City's Social Media accounts; participating in online discussions may constitute a meeting under the Open Public Meetings Act.
- 3.2.1.5 The City of Lake Forest Park may share 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 users become subject to the policies of that page or site. 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 Lake Forest Park

3.2.2 Information Posted by Outside Individuals

- 3.2.2.1 For all City Social Media accounts that allow posts, those accounts are limited public forums, moderated by City of Lake Forest Park staff to ensure content posted by outside users is appropriate. Posted content (including comments, photos and links) must be related to City programs, services, projects, issues, events and activities, or the particular post being commented upon.

3.2.2.2 The following are prohibited on City of Lake Forest Park social media sites and are subject to immediate removal without notice:

- Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon.
- 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 be essential to economic development
- Political statements, including comments that endorse or oppose political candidates or ballot propositions, are prohibited under state law (RCW 42.52.180)
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities
- Posts and comments that promote, foster or perpetuate 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
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- Obscene or sexual content or links to obscene or sexual content Illegal activity or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party

3.2.2.3 Inappropriate content must be removed immediately and retained as required under the Public Records Act and described in section 3.3 by the site moderator.

3.2.2.4 The City reserves the right to block accounts of users at its discretion that have posted inappropriate content from posting content to City social media accounts.

3.2.2.5 Communications made through City of Lake Forest Park social media sites in no way constitute a legal or official notice or comment to the City of Lake Forest Park. (For example, a post or comment that asks for public records will not be considered a public records request under RCW 42.56.)

3.2.2.6 It is not necessary to get advance permission to link to City of Lake Forest Park social media sites; however, entities and individuals linking to or embedding content to the City of Lake Forest Park social media sites should not in any way suggest that the City of Lake Forest Park has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site. Individuals may not present City of Lake Forest Park content as their own or otherwise misrepresent any of the City's social media site content. Furthermore, individuals shall

not misinform users about the origin or ownership of City of Lake Forest Park Social Media site content.

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

3.3 Retention of Posted Information

3.3.1 Information posted on the City's Social Media accounts is subject to the Public Records Act and associated retention schedule. Original source content posted on Social Media accounts must be retained for two years from the date of posting.

3.3.2 Department staff is responsible for ensuring retention of the original source content in organized, searchable electronic file folders. The records should be retained in such a manner that entire folders can be deleted after hitting the two year mark.

3.3.2.1 All City-posted content must be retained for a minimum of two years.

3.3.2.2 Comments Posted by Outside Users

3.3.2.2.1 All comments posted by outside users on City Social Media accounts, including those that are inappropriate and removed by staff, must be retained.

4.0 QUESTIONS

All questions relating to this policy should be directed to the IT Programs Manager.

5.0 Modifications

The City of Lake Forest Park 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 Lake Forest Park Social Media site following the posting of any modification signifies acceptance of such modification.

6.0 Copyright Policy

All information and materials generated by the City of Lake Forest Park and provided on City of Lake Forest Park Social Media sites are the property of the City of Lake Forest Park. The City retains copyright on all text, graphic images and other content that was produced by the City of Lake Forest Park and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Please include a credit line reading: "credit: City of Lake Forest Park Facebook (or Twitter or YouTube) Page" or "Courtesy of City of Lake Forest Park."

Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of Lake Forest Park. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and conditions of the third party copyright holder. If you are a copyright holder and you feel that the City of

Lake Forest Park did not use an appropriate credit line please notify the IT Programs Manager with detailed information about the circumstances, so that the copyright information can be added or the material in question may be removed.