

City of The Dalles
Administrative Policy Regarding the City's Use of Social Media

External

The City of The Dalles uses Facebook (and other social media outlets) as a limited public forum. Anything posted on the City's official social media pages is subject to Oregon public records laws, records retention schedules, and the City's own policies. The City's social media policy can also be found here (www.thedalles.org/public_docs).

The intended purpose of the City's use of social media is to serve as a mechanism for communication between City departments and members of the public. Comments posted to this page will be monitored closely by City administration for compliance under the City of The Dalles Social Media Policy, and the City reserves the right to restrict or remove any content that is deemed to be in violation of this policy.

Comment Guidelines

Comments, when allowed, will be monitored. Comments that contain the following, or contain links to sites that contain the following, will be removed:

- A. Lack of relation to the particular topic being discussed;
- B. Profane language or content;
- C. Support or opposition of particular political campaigns or ballot measures;
- D. Support or opposition of particular commercial services or products;
- E. Discrimination or the promotion, fostering or perpetuation of discrimination of any kind;
- F. Sexual content;
- G. Solicitations of commerce, or "spam;"
- H. Encouragement of illegal activity;
- I. Information that may tend to compromise the safety or security of the public or public systems;
- J. Copyrighted material, without proper, legal attribution.

Comments, links or other information shared by individuals using official City social media outlets should not be construed as the opinion of the City.

Internal

The Office of the City Manager is responsible for the operation and oversight of the City's online presence, including all social media outlets. Changes to the City's website or social media channels must be approved by the City Manager, or by individuals that have been designated for that responsibility by the City Manager.

The primary purpose for the City's online presence is to engage the public and provide transparency for official activities. As such, individuals who are responsible for providing content on the City's website or social media outlets must provide content that is relevant, concise, and appropriate for the medium. Those who provide content are encouraged to use pictures when relevant to the topic.

If, at the discretion of the City Manager, other departments have individual social media pages, those departments must follow what is outlined in the City of The Dalles Social Media Policy.

Signed: Nolan K Young
Nolan K. Young, City Manager

Dated: January 27, 2012