
250 – Social Media/Imagery

1.0 PURPOSE, SCOPE AND APPLICATION

- 1.1 This policy applies to all personnel
- 1.2 This policy is not intended to interfere with or prohibit employee rights to engage in free speech protected union activities or other activities protected by state and federal law.
- 1.3 This policy is intended to provide the District with the ability to preserve and manage the District's public reputation and allow the District to control and protect its legitimate interest in the efficient performance of the workplace.
- 1.4 The landscape of digital communications, the internet, and the way personnel and the public communicate and obtain information online is changing fast. To meet this challenge, the District may consider using Social Media tools to communicate and reach a broader audience.

The District encourages the use of Social Media to further the District's goals and its mission where appropriate.

- 1.5 The District has an overriding interest and expectation in deciding what is "spoken" on behalf of the District on Social Media sites and through the use of digital images owned by the District. This policy establishes the District's policy on Social Media and the use and control of digital images in the following areas:
 - 1.5.1 District personnel use, management, administration, and oversight of District Social Media.
 - 1.5.2 Public use guidelines and restrictions for District Social Media.
 - 1.5.3 Guidelines and restrictions for personal use of Social Media by personnel when personnel's affiliation with the District is identified, known, or presumed.
 - 1.5.4 Creation and control of digital images taken by District personnel to protect the privacy rights of department personnel and the public; to manage and comply with record retention and public record act requirements; and to maintain, preserve and enhance the professional image of the department.
- 1.6 The District endorses the secure use of Social Media to enhance communication and information exchange in accordance with the specific limitations and restrictions identified in this policy.
- 1.7 The guidelines outlined in this policy are not exclusive to any one particular form of Social Media. Instead, the guidelines apply to all types of Social Media. Because emerging technology often outpaces the ability to govern its use, the District retains the right to modify its guidelines accordingly, as unforeseen situations arise.
- 1.8 The District's use of Social Media shall follow the Standard Guidelines under Section 5 of this Policy.

2.0 DEFINITIONS

- (a). *District*. "District" refers to the Des Moines Pool Metropolitan Park District.
- (b). *District Social Media*. "District Social Media" refers to Social Media directly authorized and established by the District in accordance with the terms of this policy as an official medium for District communications.
- (c). *Images*. "Images" include photographs, digital photographs, digital images, video recordings, or electronic files containing a graphic image or series of images, as well as any physical or digital reproduction or copies of digital photographs, digital images, video recordings, or files.
- (d). *District images*. "District images" include images taken by on-duty personnel regardless of whether the image was captured with a District-owned or a private imaging device.
- (e). *Imaging Device*. "Imaging device" includes any device capable of producing an image or digital image, including but not limited to a camera, video camera, digital camera, or digital camcorder.
- (f). *On-duty*. "On-duty" refers to times in which the District is paying personnel for their services, has access because of their personnel status, is engaged in official District activities, or represents themselves as personnel of the District.

Off-duty. personnel who respond to District incidents and are in uniform or otherwise identifiable as members of the District shall be considered on duty for purposes of this policy and shall be required to comply with all of the requirements of this policy.
- (g). *Personnel*. "Personnel" includes commissioners, employees, and volunteers of the District.
- (h). *Social Media*. "Social Media" includes, but is not limited to, mediums such as or similar to blogs, Facebook, Instagram, Snapchat, Twitter, YouTube, Flickr, LinkedIn.
- (i). *Social Media Administrator*. "Social Media Administrator" refers to the District General Manager or designee, who is responsible for administering District Social Media compliance with this policy.

3.0 GENERAL GUIDELINES

3.1 Public Record Act Compliance. District Social Media and District images are subject to the state of Washington Public Records Act. Any content maintained in District Social Media related to District business, including a list of subscribers and posted communication, and all District Images are public records. The District is responsible for responding completely and accurately to any public records request for public records, including District Social Media and District images. Content related to District business shall be maintained in an accessible format and so that it can be produced in response to any legitimate request. Wherever possible, District Social Media shall clearly state that any information posted or submitted for posting is subject to public disclosure..

3.2 Record Retention and Management. Washington state law and District records retention schedules apply to District Social Media formats, content, and all District images. The District

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will preserve on a District server all records required to be maintained by the District for the required retention period. The District will keep these records in a format that preserves the integrity of the original record and is easily accessible.

3.3 Mandatory Compliance. District Social Media shall not be created or used unless an archival system is established that allows compliance with the Washington State Public Records Act and the Department of Archives record retention requirements.

4.0 DISTRICT SOCIAL MEDIA RESPONSIBILITIES

- 4.1. The District General Manager is the Social Media Administrator.
- 4.2. The District General Manager or designee must approve all District Social Media before use
- 4.3. The District General Manager or designee shall be responsible for administering and managing all District Social Media and shall ensure that:
 - (a). The District is prepared to expeditiously and efficiently comply with the Washington State Public Record Act requirements consistent with Section 3.1.
 - (b). The District complies with the applicable record retention requirements consistent with Section 3.2 and 3.3.
- 4.4. District Personnel shall be responsible for complying with this Policy and the guidelines established herein.
- 4.5. The public shall be responsible for complying with the Public Use Guidelines.

5.0 DISTRICT SOCIAL MEDIA STANDARD GUIDELINES

- 5.1 **Identification of District.** District Social Media shall clearly indicate that the District maintains it, shall have the District logo and contact information prominently displayed and shall display or have a direct link to this policy..
- 5.2 **District Purpose.** . District Social Media shall include an introductory statement that clearly specifies the District's Social Media purpose and scope. District Social Media shall be linked to the District's official website substantially in the following form:
 - (a). *Des Moines Pool Metropolitan Park District is a municipal corporation of the state of Washington that provides aquatic education and recreation services. This site serves as a mechanism for communication between the public and the District on the listed topics related to the District's purpose of providing aquatic education and recreation services. The opinions expressed by visitors to this site do not reflect the views of the District. Any comments submitted to this site and any lists of users or links are public records subject to disclosure under RCW 42.56. Users recognize that there is no expectation of privacy in the use of the District's Social Media. Users should never disclose private or confidential information on this site.*
 - (b). *Communications made on this site do not constitute official notice to the District or any District personnel. Public Record requests may not be made via this site. They*

must be submitted directly to the District's Public Record Officer consistent with the District's Public Record Policy

5.3 District Social Media Administration. The District General Manager shall ensure that all District Social Media use complies with the following

- (a). The District must be able to edit or remove content from Social Media sites immediately.
- (b). The District must comply with the Terms of Service of the Social Media forum hosting the District's Social Media.
- (c). District Social Media content will be managed consistent with the Public Use Guidelines. These guidelines shall be liberally construed in favor of the public
- (d). Objectionable Social Media content that is not in violation of the Public Use Guidelines may only be removed after consultation with the Chief or District legal counsel.

5.4 District Social Media Public Use Guidelines. District Social Media shall include a prominent statement of or link to the following Public Use Guidelines

- (a). Any individual accessing, using, posting or commenting on this site accepts without limitation or qualification, the District's Social Media Policy including but not limited to these Public Use Guidelines. The District retains the right to modify its Policies without notice and any such modification shall be effective immediately. Users of District Social Media further recognize that such use is governed by the terms of service and privacy policies of the underlying social media service provider.
- (b). Social Media use is not private. Any individual accessing, using, posting, or commenting on this site recognizes that the District is subject to the Washington State Public Records Act (RCW chapter 42.56)..
- (c). The District's Social Media constitutes a limited public forum. The District monitors this site regularly and reserves the right to restrict or remove any content it deems in violation of the District's Social Media Policy, Public Use Guidelines, or any applicable law. Public posts, comments, or links that contain any of the following forms of content shall not be allowed:
 - (i). Comments not topically related to the particular article/topic being commented upon;
 - (ii). Uses to assist a campaign for the election of a person to an office or the promotion of or opposition to a ballot proposition. Such use of District Social Media is expressly prohibited by this policy and RCW 42.17A.555, subject to the exceptions stated therein.
 - (iii). Profane language or content;
 - (iv). Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status concerning public assistance, national origin, physical or mental disability or sexual orientation

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- (v). Sexual content or links to sexual content;
 - (vi). Solicitations of commerce;
 - (vii). Conduct or encouragement of illegal activity;
 - (viii). Information that may tend to compromise the safety or security of the public or public systems; or
 - (ix). Content that violates a legal ownership interest of any other party.
 - (x). Content that violates the privacy policies or terms of use of the specific social media platform being used.
- (d). Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

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

6.1 The District specifically does not provide links to other pages or sites that are:

- (a). Associated with, sponsored by or serving a candidate for elected office.
- (b). Supporting, endorsing or seeking to defeat any candidate for elective office, or any ballot proposal.
- (c). Purely commercial pages with no affiliation to District projects, programs or objectives.
- (d). Individual personal homepages.
- (e). Individual religious pages.
- (f). Contain information that violates the Public Use Guidelines

7.0 COPYRIGHT POLICY

7.1 All information and materials generated by the District and provided on District Social Media pages are the property of the District. The District retains copyright on all text, graphic images, and other content produced by the District and found on the page. Individuals may

print copies of information and material for their non-commercial use, provided that they retain the copyright symbol or other such proprietary notice intact on any copyrighted materials they copy. Please include a credit line reading: "credit: Des Moines Pool Metropolitan Park District Facebook (or Twitter or Instagram) Page" or "Courtesy of Des Moines Pool Metropolitan Park District.

7.2 Commercial use of text, District logos, photos, and other graphics is prohibited without the District's express written permission. The use of the District logo is not permitted for any non-governmental purpose. Any person reproducing or redistributing third party copyright material must adhere to the terms and conditions of the third-party copyright holder. If you are a copyright holder and feel that the District did not use an appropriate credit line, please notify the District General Manager or designee with detailed information about the circumstances. This is so that the copyright information can be added, or the material in question can be removed.

8.0 USE OF SOCIAL MEDIA BY PERSONNEL

8.1 District Sanctioned Use – All Personnel representing the District via Social Media or using District Social Media shall adhere to the Public Use Guidelines and to the following:

- (a). The District General Manager or designee must preapprove all use of District Social Media.
- (b). District personnel must have preapproval by the District General Manager or designee before representing the positions of the District on Social Media.
- (c). The use of District computers by personnel to access Social Media is prohibited without authorization. Applicable District Resource Use Policy governs it.
- (d). Personnel have no expectation of or right of privacy when using District electronic resources or District Social Media.
- (e). Personnel shall conduct themselves at all times as representatives of the District and, accordingly, shall be respectful of others, professional in tone and adhere to this policy (including the Public Use Guidelines) and all personnel policies, rules, regulations, and general orders or policies of the District, and local, state and federal law.
- (f). Do not post images or other personnel's representations without prior permission of the District General Manager or designee and the individual(s) depicted.
- (g). Identify yourself as a member of the District.
- (h). Personnel shall not post, transmit or otherwise disseminate without advance written permission from the District General Manager or designee, any confidential information. Such confidential information shall include images related to District training, activities, or work-related assignments.
- (i). In no event shall the District name, logos, uniforms, equipment, or identifying information be used to promote a product, cause, political party, ballot measure, or political candidate.
- (j). (j). Do not conduct political activities or private business.

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- (k). (k). Use of personally owned devices to manage the District Social Media activities or in the course of official duties is prohibited without permission from the District General Manager or designee.
- (l). (l). Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.
- (m). (m). Recognize that Social Media use is not private. The use of Social Media builds a record about the user and the District. When using Social Media, consider the impact the use will have on the user, the District, fellow employees, family members, and the community.
- (n). (n). Adhere to the terms of service any Social Media platform used.
- (o). (o). Commissioners shall not communicate with each other regarding District business via Social Media or District Social Media.

8.2. Personal Use – This policy is intended to protect the professional reputation of the District. It applies to personal Social Media use by personnel when that person's affiliation with the District is identified, known, or presumed. When using Social Media for personal use, all personnel shall adhere to the following:

- (a). Personnel may not use Social Media for personal purposes during work hours or with District resources including District computers and District internet access.
- (b). Personnel must use personal email accounts for personal Social Media activities not District email accounts.
- (c). Personnel should not use personal Social Media to disseminate District information, District images, or conduct District business. Using personal Social Media to conduct District business may convert personal Social Media into public Social Media subject to the Public Records Act and other laws governing municipal government conduct.
- (d). When personnel identify themselves as associated with the District while using Social Media for personal purposes, the member must comply with the use restrictions in Section 8.1 and the following requirements:
 - (i). If your comments relate in any way to the District's activities, you must clarify that the comments are your views and opinions and not those of the District. Your entry should be accompanied by language substantially similar to the following: "The views expressed on this [blog, page, etc.] are my own and do not necessarily reflect the views of my employer.
- (e). Personnel are free to express themselves as private citizens on Social Media sites. However, their comments should not impair or impede the performances of their duties or negatively impact the District's legitimate interest in the efficient performance of the workplace.
- (f). Personnel may use social media and images as necessary to engage in union activities and whistleblower type activities as protected by state and federal law.

- (g). Personnel shall not post, transmit, or otherwise disseminate any information or District images or videos to which they have access as a result of their District affiliation without the District General Manager or designee's permission.
- (h). Personnel shall not display District logos, uniforms, or similar identifying items on personal Social Media sites and web pages without advance written permission from the District General Manager or designee. If a member receives such approval, the use of such information must comply with Section 8.2(d)(i).
- (i). Personnel should be mindful that privacy does not exist in the world of Social Media.
- (j). Personnel may not directly or indirectly identify or disclose an association with the District through Social Media if the Social Media activities are inconsistent with or negatively impact the District's legitimate interest in the efficient performance of the workplace or the District's reputation or standing in the community.
- (k). Commissioners shall not communicate with each other regarding District business via Social Media.

9.0 CREATION AND USE OF IMAGES

- 9.1 Personnel may not use District images in any manner when such use is inconsistent with or would negatively impact the District's legitimate interest in the efficient performance of the workplace or the District's reputation or standing in the community.
 - 9.1.1 Personnel acknowledge that on-duty creation of images on private imaging devices creates district images. These images are subject to the Washington State Public Records Act and the Washington State Record Retention Schedules.
 - 9.1.2 Personnel who use private imaging devices shall transfer all District images to the District's record retention officer as soon as reasonably possible following the creation of the District image. Such transferred Digital images shall constitute the District's primary record. Any images remaining on the private imaging device shall be considered secondary transitory records with no retention value. Personnel are encouraged to delete such images from their private imaging device after the image is transferred.
 - 9.1.3 Personnel must recognize that their private imaging devices may be subject to search by the District if necessary, for the District to comply with its obligations under the Public Records Act. This applies to personnel who fail to transfer District images per Section 9.4(b) or who fail to delete such images from their private imaging device after such images are transferred.
 - 9.1.4 Personnel must have all patrons and their guardians where applicable that are photographed complete a Release and Assignment (See Attachment to this Policy). This form will be kept on file for six (6) years.:
- 9.2 When necessary for incident documentation, evidentiary, training, investigation, and/or public relations purposes, on-duty personnel may capture images as part of their duties.
- 9.3 On-duty personnel shall use District-owned imaging devices if available while responding to, operating at, or returning from, any District incident or response.

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- 9.4 If District-owned imaging devices are not available, on-duty personnel may use private imaging devices to capture the images identified in Section 9.2 subject to the following restrictions:
- 9.5 The use of unauthorized helmet cams, dash cams, or other imaging devices is strictly prohibited. It shall be considered a serious disciplinary breach for the personnel involved and any officer who permits such use.
- 9.6 9.6 The use of District-owned imaging devices for personal purposes is strictly prohibited⁴

10.0 CONTROL AND PRESERVATION OF DIGITAL IMAGES.

- 10.1 No District images may be used, printed, copied, scanned, e-mailed, texted, forwarded, posted, uploaded, shared, reproduced, or distributed in any manner, except as provided herein. Advance written permission from the District General Manager or designee is required. This prohibition explicitly includes the posting of any images on personal Web sites or personal Social Media.
- 10.2 10.2 As soon as possible, after images are created using a District image device, those images shall be downloaded to the District's secure digital image database. The District's records officer shall establish such a database. After such digital images are appropriately downloaded to the digital image database, the images shall be securely erased from the imaging device's memory.
- 10.3 10.3 Non-digital District images, including negatives, prints, slides, etc. shall be transferred to the District record custodian upon developing the image. If non-digital District images are not developed, the undeveloped film shall be transferred to the District record custodian.

- 11.0 **DISCIPLINARY ACTION** -- Violation of the District's guidelines for the appropriate use of Social Media may be subject to appropriate disciplinary action per the District's disciplinary policy and the applicable guidelines.



Release and Assignment

Giving Mount Rainier Pool permission to use your photo and/or words

I give full permission and consent irrevocably and in perpetuity to Mount Rainier Pool/Des Moines Pool Metropolitan Park District and/or its clients, affiliates, agents and assignees, hereinafter called "District", to make or reproduce throughout the world, either alone or in conjunction with other material and photographs, audio recordings, films and videotapes or other media made in connection with the District incorporating my name, photograph, likeness and/or voice, either in whole or in part, in material prepared for purposes of advertising, research and client presentation.

It is further understood that the District may use said material with or without my name and that the District may make reasonable changes in testimonial copy, if any, provided the spirit and content of my remarks are not distorted.

I further waive any right of approval with respect to use of said materials and thereby release and discharge the District from any claim or liability, including without invasion of privacy or defamation of character based upon such use.

Printed Name: _____

Signature: _____ Date: _____

Note: The information you provide on this form will be kept confidential. This form will be kept in the Mount Rainier Pool office that asked you to sign it. Thank you for your participation.

Please complete sections 1 &/or 2 below whichever apply to you.

1. Adult (18 & Older)

I understand that professional portraits for promotional use.

(please initial)

2. Minors (to be completed by legal parent or guardian)

I am the parent and guardian of the minor named herein and have the legal authority to execute the above release. I approve the foregoing and waive any rights regarding the foregoing matter.

STAFF ONLY
Date: _____ Time: _____
Staff Initials: _____
Please complete form before taking pictures.

Participant (Child) Printed Name _____

Parent/Guardian Printed Name _____

Parent/Guardian Signature _____