

Resolution #562

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF YACOLT, WASHINGTON,
APPROVING THE TOWN OF YACOLT SOCIAL MEDIA POLICY**

Whereas, the Town Council of the Town of Yacolt is in regular session this 6th day of November, 2017, and all members of the Town Council have had notice of the time, place, and purpose of said meeting:

Whereas, the Town of Yacolt is aware of the need for a Social Media Policy; and

Whereas, the Town of Yacolt desires to have a policy in place prior to the creation of Social Media account(s); and


NOW THEREFORE, BE IT RESOLVED, by the Town Council of the Town of Yacolt, Washington that the Town of Yacolt Social Media Policy is hereby adopted to be the official policy for its Social Media account(s).

Section 1 - Effective Date:

This Resolution shall take effect immediately upon adoption.


RESOLVED by the Town Council of the Town of Yacolt, Washington, at a regular meeting thereof this 6th day of November.2017

TOWN OF YACOLT



Vince Myers, Mayor

Attest:



Cindy Marbut, Town Clerk/Treasurer

Ayes: Listek, Bryant, Buttolph,
Nays: Rowe
Absent: Hancock
Abstain: _____



Date 11-6-2017 revised

Town of Yacolt Social Media Policy

Privacy and Disclaimer line

The Town of Yacolt website www.townofyacolt.com (or any domain owned by the Town of Yacolt) will remain the Town's primary means of internet communication.

Any individual accessing, browsing and using a Town of Yacolt Social Media site accepts without limitation or qualification, of the Town of Yacolt's Social Media Policies (hereafter "Policies") These terms and conditions apply only to the Social Media sites, defined here as third party hosted online technologies that facilitate social interaction and dialogue, such as Facebook, (Twitter and You Tube) that are managed by the Town of Yacolt.

The Town of Yacolt maintains the right to modify these Policies without notice. Any modifications is effective immediately upon posting the modification on the Social Media Policy Page unless otherwise stated. Continued use of the Town of Yacolt Social Media site following the posting of the any modifications signifies acceptance of such modification.

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

The Town of Yacolt operates and maintains its Social Media sites as public service to provide information about Town programs, services, projects, issues, events and activities. The Town of Yacolt assumes no liability for any

inaccuracies on these Social Media sites that it may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent or error-free.

Posting Policy

Although posts and comments are encouraged on the Town of Yacolt Social Media sites that allow posts, these sites are limited public forums and are moderated by a designated media monitor which could include town staff or other officials. All posted content (comments, photos, links, etc. must be related to discussion of Town programs, services, projects, issues, events and activities.

Posts will be reviewed by an assigned media monitor each day for compliance before allowed to be posted on the Town of Yacolt's Social Media sites.

If a potential post is determined by the assigned media monitor or by other designated monitor(s) to be in violation of this policy or any sections prohibiting the post as outlined in this policy, the post will not be included on the Town's Social Media site.

The first offense of an individual(s) for violation of the town's *Social Media Policy* will result in a warning and any further violation(s) will result in the immediate blocking of that individual(s) from sending any content to the Town of Yacolt Social Media sites.

The following are prohibited on Town of Yacolt Social Media sites:

Comments not topically related to Town 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 determined by the moderator 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 bases of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual

orientation.

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.

The Town of Yacolt reserves the right to remove posted content that does not comply with these Policies. All posts and comments uploaded to the Town of Yacolt Social Media sites that allow posts will be periodically reviewed. All posts and comments are public records and subject to public disclosure under the Public Records Act.

Communications made through Town of Yacolt Social Media sites does in no way constitutes a legal or official notice or comment to the Town of Yacolt (For example, a post comment that asks for public records will not be considered a request under RCW 42.56).

Links and Embedded Content Policy

Links to other Social Media and/or External Websites provided on the Town of Yacolt Social Media Sites

The Town of Yacolt may select 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 Town of Yacolt Policies no longer apply and become subject to the policies of that page or site.

The Town of Yacolt's Social Media sites are intended specifically to share information about Town programs, events and services. The Town of Yacolt is not responsible for the content that appears on these outside links and provides these links as a convenience only.

Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by or provided by or endorsed by the Town of Yacolt. The Town of Yacolt reserves the right to delete links posted by outside individuals that violate the Town's Posts Policy at any time without notice.

Links by Other Entities to Town of Yacolt Social Media Sites

It is not necessary to get advanced permission to link to the Town of Yacolt Social Media sites; however, entities and individuals embedding content must not present Town of Yacolt content as their own or otherwise misrepresent any of the Town's Social Media site content. Furthermore, they shall not misinform users about the origin or ownership of the Town of Yacolt Social Media site content. Embedded content from the Town of Yacolt Social Media sites should not in any way suggest that the Town of Yacolt has any relationship or affiliation with that organization or that the Town endorses, sponsors or recommends the information, products or services of that site.

Copyright Policy

All information and materials generated by the Town of Yacolt and provided on the Town of Yacolt Social Media sites are the property of the Town of Yacolt. The Town retains copyright on all text, graphic images and other content that was produced by the Town of Yacolt 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: Town of Yacolt Facebook (or Twitter or You Tube) Page" or "Courtesy of the Town of Yacolt".

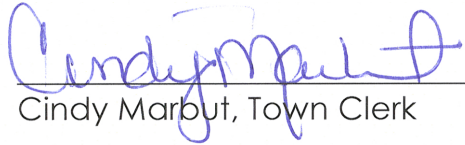
Commercial use of text, Town Logos, photos, and other graphics is prohibited without the express written permission of the Town of Yacolt. Use of the Town logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third party copyright must adhere to the terms and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


Contact Us

If you have any questions or concerns about the Town of Yacolt Social Media Policy or its implementation, or if you find incorrect information or are interested in seeking permissions that fall outside of the guidelines above, please contact the Town of Yacolt, Town Clerk at townofyacolt@townofyacolt.com

Adopted this 6th day of November 2017

Attest:


Cindy Marbut, Town Clerk


Vince Myers, Mayor of Yacolt