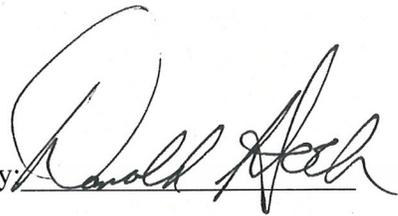




## POLICY

Effective Date: 5-11-2012  
Cancels/Supersedes: \_\_\_\_\_

Approved By: 

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### POLICY 45-5 PUBLIC USE AND PUBLIC COMMENT ON AGENCY SOCIAL MEDIA

RCW; 34.05 Administrative procedure act  
RCW; 42.52.180 Use of public resources for political campaigns  
RCW; 42.56 Public records act  
U.S. Title XIII; Children's Online Privacy Protection Act

The Washington State Parks and Recreation Commission's use of social media is to effectively represent the Commission's mission, goals, policies and activities to external individuals and organizations in order to encourage public awareness and engagement, enhance public information and support marketing and business functions of the agency.

#### Purpose

The purpose of this policy establishes guidelines for the use of social media tools managed by Washington State Parks & Recreation Commission and also sets guidelines for participation or commenting by public users through agency social media. .

#### Definitions

*Social media:* "Websites, internet applications and other online means of communication used to publish and/or distribute text, images, videos, website hyperlinks and other information as a way of sharing with the public. Social media includes blogging, micro-blogging, content-sharing, wikis, online forums and social networking. Social media sites also are referred to as social media or social media applications.

*Comment:* "All text, images, videos, website hyperlinks and other information published, posted and/or distributed through Washington State Parks & Recreation Commission social media tools by the public. This includes micro-blogs, status updates, direct messages and tweets."

## **Social media use**

Social media tools are a method of communication to the public by the Washington State Parks & Recreation Commission. The Commission shall not use social media as a substitute for legal or official notice otherwise required by law, but the Commission may use social media as an additional means of communicating notice of agency actions or activities.

Use of Commission social media is monitored by agency staff during business hours, as resources allow. Social media use by the public is not monitored 24 hours a day by agency staff.

Anything published, posted and/or distributed through Commission social media tools may be distributed and reproduced unless protected by copyright. Anything originally produced by the Commission must be attributed to the Washington State Parks and Recreation Commission's social media.

Hyperlinks to websites or content outside Commission social media tools are subject to privacy and security policies of the owners and/or sponsors of that website or content. The agency is not responsible for websites or content outside the Commission's social media.

## **Public commenting on agency social media**

The Commission's social media shall not be used to collect or maintain personal information from children under the age of 13, which may violate the provision of the Children's Online Privacy and Protection Act, 15 USC §§ 6501-6506. All Commission social media sites shall clearly state that children under the age of 13 should not include personal information on any statement made by them on the social media page.

Comments by public users on the Commission's social media tools are theirs alone and do not reflect the opinions of the agency or agency staff. Agency staff will not edit comments to comply with this policy.

Comments made by public users through the Commission's social media tools are in no way considered legal or official notices to the agency and shall not be responded to as such by the agency. Public records requests, comments related to a proposed agency rule and other requests or complaints made on agency social media must be submitted as provided consistent with RCW 34.05, 42.56 or other applicable law. The public may not use the Commission's social media as a substitute for official notice to the agency.

The Washington State Parks & Recreation Commission reserves the right to remove comments as well as permanently ban offenders at the discretion of agency staff for the following violations:

- Comments not related to topics posted by the Commission
- Repeated comments or very similar comments

- Comments with offensive language, photos or other content. This includes, but is not limited to: profanity; discriminatory statements based on race, creed, color, age, religion, gender, disability or sexual orientation; threatening or harassing content; promotion of illegal activity and photos of nudity or violence
- Defaming comments towards any individual, organization, agency or program
- Comments with unsupported accusations or false information
- Solicitations, commercial or political endorsements, advertisements or comments promoting services or products (RCW 42.52.180). Exception: promotion or support of products or services produced by the Commission.
- Comments sharing private, personal or protected information
- Comments containing copyrighted or other proprietary materials

### **Disclaimer of endorsement**

Reference to any specific commercial products, processes or services, or the use of any trade, firm or corporation name does not constitute an endorsement or recommendation by the Washington State Parks and Recreation Commission.

This policy is subject to amendment or modification at any time to ensure its continued use is consistent with its intended purpose.