

# Social Media Use Guidance for Human Resource Administrative Rule 4.08 (A)

Updated November 2024

These guidelines should be used in conjunction with the City’s 4.08(A) Social Media Policy. This social media guidance is meant to be flexible and responsive to quickly changing social media environments, at the discretion of the Communications Officer and Central Communications Team.

Anytime there is an update to the Social Media Use Guidance, central communications will notify communicators citywide through the citywide communications listserv. If there are Social Media Plans, including account objectives, roles or responsibilities, then account managers or authorized users should notify Central Communications at [communications@portlandoregon.gov](mailto:communications@portlandoregon.gov).

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## Key Terms

**Account Managers** - Account managers are officials, appointed or elected, or any employee on behalf of a bureau, program, office or service area responsible for submitting Social Media Plans and designated to complete steps for account set up and user or account change maintenance.

**Authorized Users** - Authorized users are social media account users for social media accounts who are permitted to login, access and publish content. Users must also understand and agree to following requirements outlined within this rule, in the approved Social Media Plan objectives, roles and responsibilities and related guidance.

**Social Media Creators** - These are the employees approved to create content for City social media and are responsible for graphic collation, captioning and obtaining final review from a subject matter expert. Creators maintain understanding of copyright for images and use of AP style.

**Disclaimer** - A legally reviewed disclaimer notice (or a hyperlink to the disclaimer notice on Portland.gov) will be provided by Central Communications and is required to be posted on all social media platforms.

**Social Media Account** - This is a single social media profile located on a social media technology platform enabling employees to engage with the public on behalf of the designated City official or organizational unit (such as a bureau) for the City of Portland for the purposes agreed to in approved Social Media Plans.

**Social Media Administrator** - **This is the City Administrator, or designee, responsible for City of Portland Central Communications advice and authorizations for acceptable Social Media Plans and strategies. This role approves account set ups,** transfers and deactivations for official and approved City social media accounts. The Social Media Administrator provides advice for best practices and information on standards for use in collaboration with the City Attorney Office, Technology Services and Human Resources

**Social Media Plan** - This plan is required for new and active City social media accounts. It outlines social media objectives roles and responsibilities, through an intake form and information for account managers regarding appropriate recordkeeping, communications and technology standards and acknowledgments for approved use.

**Social Media Platform** - These include websites or applications available for establishing social media accounts. Acceptable social media platforms are based on allowable technology standards and Social Media Plan approval.

**Social Media Publishers** - These are the authorized users or account managers who have access to post using a City of Portland social media account.

## City Social Media Use Purpose and Objectives

Social media is a valuable tool to help further the City's mission and goals of civic engagement, government transparency, and adding to the livability of the City. Social media use supports and aligns with the City's currently [adopted Core Values](#) including Anti-Racism, Equity, Transparency, Communication and Collaboration.

### **Central Communications Objectives for Social Media Use:**

- Inform social media audiences in a timely manner about City news, services, programs, City-sponsored events, engagement opportunities, and resources that are available, especially those of a financial nature.
- Drive traffic to Portland.gov and its official pages.
- Grow the following and reach of approved social media accounts on approved social media platforms through collaboration on strategic content delivery with Central Communications.
- Build and cultivate relationships with City of Portland residents, businesses, community partners, and other stakeholders.
- Share information regarding priority areas identified by Council.

- *Provide public service announcements, such as Emergency Declarations, to disseminate key information that can help Portlanders access resources to prepare for, endure, and thrive after any given emergency declaration. to community members.*

## Elected Official Social Media Use

City of Portland elected officials have the option to operate one social media account per approved platform for official City use. Elected social media accounts may be subject to additional guidance specifically for elected officials based on unique objectives and for compliance with Oregon Public Ethics Law and Public Records Act requirements. Elected social media accounts must follow the same policies and guidance set for all other City social media accounts, including these standards:

- Any correspondence for elected officials requires permanent retention
- All accounts are owned and to be retained by the City of Portland after a person is no longer in office. Please refer to HRAR 4.08 social media policy for more guidance on Accounts are owned by the City of Portland.
- The Central Communications team must have record of the username and email account used for the elected official's social media account. Elected officials may have a designated account manager to assist with account set up, transfer or deactivation and advice.
- The Central Communications team must have the ability to reset the password of an elected official's account after they are no longer in office.
- Disclaimer language, or a hyperlink to the disclaimer, in their page biography stating they are an elected official of the City of Portland to indicate the type of forum being used for the public.
- Utilization of City of Portland branding standards are encouraged to be used and will be provided by Central Communications for City and District branding as it applies:
  - a cover image on social media pages to include a provided City of Portland image and the City seal or other official City logo,
  - an updated photograph of themselves as their profile photo.
  - Standardized naming conventions: Please refer to this section in the Account Creation section below.

## Creating, Transferring or Deactivating Social Media Accounts

### **Creating Accounts**

Services areas, bureaus, and programs or other City projects that want to start a social media account will submit a Social Media Plan request to seek approval from the Communications Officer and the respective Deputy City Administrator. Account managers should consider the following when submitting a Plan:

- Personnel (likely the designated “authorized users”) required to manage a social media calendar, create content, post content, and keep active the social media platforms every day of the week.
- What is the current state of my work area's web presence on Portland.gov.
- How does creating a social media account help drive traffic to pages on Portland.gov for my work area?
- Consider account objectives. What are the purposes, intents, benefits, primary motivators and long-term need for my work area posting to official and approved social media accounts.

- Does posting to the central social media accounts fulfill objectives?
- Develop a long-term goal and content strategy that incorporates collaborating with the City's central social media accounts
- Develop a visual identity for content from your work area
- Use City of Portland branding when appropriate
- Develop and define an audience for your social media channels.

### **City Approved Social Media Platforms and Tools**

Social media platforms and tools for City use are approved by the Communications Officer through technologies advised as acceptable or safe by the Bureau of Technology Services and City Attorney Office. Additional platforms may be approved or rejected consistent with Central Communications, office objectives and City core values and priorities alignment.

- Current platforms approved for City use include:
  - YouTube
  - Meta
    - Instagram
    - Facebook
  - X
  - NextDoor
  - LinkedIn
  - Vimeo
  - Flickr
- Current tools approved for City use include:
  - Pagefreezer
  - Hootsuite
  - Link Tree
  - Adobe Creative Cloud
  - Adobe Express
  - Specialty tools as needed for projects

### **Archive Enrollment**

Technology tools for preserving social media content are supplemental to public records preservation requirements. The public records law applies whether the Site is hosted by the City or a third party. For elected officials, any correspondence requires permanent retention. Many records including posts, comments, messages created or received, must be preserved and are a shared responsibility of the account managers and all authorized users to comply with the Oregon Public Records laws, applicable City Record Retention Scheduled and related Administrative Rules.

The City has a contract with a service to archive these accounts. Right now, that archive tool is Pagefreezer. If Pagefreezer is not compatible with an allowable platform, discuss options with Central Communications and the City Attorney office for appropriate archive management. For each platform compatible with Pagefreezer, complete the following steps for archive enrollment and confirm steps for Pagefreezer or other archive process has been completed when submitting updated Social Media Plans.

1. Send the following information to [bryce.henry@portlandoregon.gov](mailto:bryce.henry@portlandoregon.gov) to initiate the process:
  - Social media account administrator email
  - URL of social media site(s) to be archived

- Cost code object to charge account subscription to
  - Optional: Name of the social media account. By default, Pagefreezer will populate this from the actual account name.
2. Once the account is enrolled you will receive an email from Pagefreezer with instructions on how to complete the enrollment for each account. The email will explain the steps and how to with log into your social media account via Pagefreezer to give it access to begin archiving. (If you have problems, you can call Bryce Henry at 503-823-4323 for assistance.)
  3. Whenever you change your password or other things change about the account, it will disconnect from Pagefreezer and must be reauthenticated. Instructions for that process (and other help information) can be found here: [PageFreezer SOP](#)

All of the above is from the 'FAQ for Social Media' in the Public Record Responders site: [https://portlandoregon.gov.sharepoint.com/:f:/r/sites/GT-Attorney-PublicRecordResponders/Shared%20Documents/PageFreezer%20SOP?csf=1&web=1&e=h31lyD](https://portlandoregon.gov/sharepoint.com/:f:/r/sites/GT-Attorney-PublicRecordResponders/Shared%20Documents/PageFreezer%20SOP?csf=1&web=1&e=h31lyD)

### **Page Naming Conventions**

City of Portland social media account names must be descriptive of the work area being represented and should include a reference to the City of Portland. The recommendations below support public trust by providing cohesion and consistency between all City social media accounts through City of Portland branding identity. For City organizational units, the City recommends:

- For the Mayor and City Councilors accounts names for District positions may be limited due to character handles/usernames pending the selected platforms. Please consult with Central Communications or within the Social Media Plan for examples of account names.
- Page names typically listed next to platform profile photos should be descriptive of the Service Area, Bureau, Program, or other City project (for example, "Portland Water Bureau," "Portland Police Bureau").

Final approval of social media account names are at the discretion of the Communications Officer and the appropriate Service Area Director.

### **Terms of Use, Prohibited Content and Disclaimers**

All social media accounts created for City use must indicate in the account biography space, if space permits, that it's representing a service area, bureau, or program for the City of Portland. If there is room, the account biography should also include a hyperlink to the appropriate [City of Portland – Social Media](#). Depending on social media account types, objectives and roles outlined in the Social Media Plan, the City Attorney office will advise on the appropriate disclaimers to be used. Account managers or authorized users must ensure disclaimer messaging is consistent or updated with any social media use objectives or changes.

### **Transferring Accounts**

To update account managers or authorized users or names of accounts, notify Central Communications to discuss requirements for transferring or for changes to Social Media Plan.

### **Deactivating Accounts**

All City approved social media accounts are owned and to be retained by the City of Portland after a person is no longer in office or after the dissolution of an organizational unit. When objectives or

other needs for the ongoing use are no longer needed, account managers must notify Central Communications to discuss requirements or needs for managing the account closure or inactive status prior to deactivation updates.

## Content Management and Engagement

### **Content Creators and Publishers**

All account managers, content creators, content publishers and authorized users who wish to engage on social media on behalf of the City accounts must be approved and acknowledge the understanding of these requirements and best practices.

Employees who can post using a City of Portland social media should be included on Social Media Plans to be listed on the *City of Portland Social Media Operators* list and identified as an authorized publisher. Employees who can create content for City of Portland social media must be listed on the *City of Portland Social Media Creators* list and identified as an authorized content creator.

- Collate the graphic and the caption and seek final review from a subject matter expert
- Maintains understanding of copyright for images and
- Use of AP style

### **Engagement Following, Liking, Re-posting, etc.**

Any City of Portland social media account must not engage in viewpoint discrimination. A city social media account should not remove or censor comments left on their page based on the opinions expressed by them. For questions or concerns relating to the potential removal of prohibited content, please contact the City Attorney Office and Central Communications.

- Be careful in choosing who to follow, like, re-post, commenting, etc. The City should not give the appearance of preference or endorsement to any particular vendors, products or services.
- Any messages that originate outside the City of Portland should be related to a City sponsored activity, or support the City values and mission in order for a City social media account to uplift any particular message.
- Reply to comments in a timely manner, when a response is appropriate.

### **Posting Photos and Videos**

Visuals shared on social media channels should be representative of the City of Portland, the terrain, environment, nature areas, and its people. Be thoughtful whenever people are visible in your content, photos and video. There is no expectation of privacy at a public event but be aware that there could be restrictions around whose photo you post depending on the circumstances and venue. Have individuals or people sign a *Photography and Video Waiver Release Form* and never post photos or videos of a minor without consent from a parent or legal guardian. Consider the following whenever a person is the main subject, prominently featured, or easily identifiable in content:

- Ask: Could someone have a reasonable expectation of privacy when the photo was taken? Does the person know you are photographing them to post on the internet? Is this image going to be used in flyers or other City promotional material?
- Photos and video of law enforcement officers should not be posted without written permission.
- Keep copyright in mind. The City owns copyright in images it produces or contracts with others to produce on the City's behalf. When using images from third parties, account managers should receive written permission for City use from the third party.

## **Digital Accessibility**

City of Portland social media accounts should follow best practices for digital accessibility.

- Photos, images, and graphics posted to social media platforms should include alternative text, using the social media platform feature.
- Alternative text should describe key elements of a photo or image that add to understanding its context.
- Any graphics designed for social media should use a font that is large enough so it is easy to read, and colors with sufficient contrast by [WCAG standards](#)
- Captioning is required in videos

Additional Resources:

- City of Portland Inclusive [Writing Guide](#)
- [City Employee Central Communications Hub](#) – This employee resource includes branding guides, photo release forms, writing style references, photo libraries and more.
- City Social Media Active Accounts List
- Social Media Administrator Contact: