 ADMINISTRATION MANUAL		Page:	1 of 3
Section:	ORGANIZATION AND GENERAL INFORMATION	Date:	June/09
Subject:	USE OF SOCIAL MEDIA POLICY	Item No.:	021

1.0 Overview

Social Media tools allow the Port of Tacoma to engage with citizens, customers and the general public in electronic forums where conversations and interactions already exist. At the Port of Tacoma, Social Media are to be used for business purposes in serving the interests of the organization, and of our clients and customers.

This policy is intended to guide Port of Tacoma staff in their use of Social Media for business purposes. The Port of Tacoma's intention for publishing a Social Media Policy is to help all parties succeed in protecting Port of Tacoma employees, partners and the organization from illegal or damaging actions by individuals, either knowingly or unknowingly.

This policy reflects a flexible approach because Social Media mechanisms and technologies are constantly changing and the Port of Tacoma continues to learn what approaches work best for the organization. Social Media include – but are not limited to – such tools and websites as Facebook, MySpace, YouTube, Flickr, Twitter, wikis and blogging.

Effective security, public disclosure, records retention and engagement with citizens and customers are a team effort involving the participation and support of every Port of Tacoma employee and affiliate who deals with information and/or Social Media. It is the responsibility of every employee to know these guidelines and to conduct activities accordingly.

2.0 Purpose

The purpose of this policy is to outline the acceptable and unacceptable use of Social Media tools at the Port of Tacoma, and the personal use of these tools by employees. This policy is in place to protect all parties at the Port of Tacoma. Inappropriate use exposes the Port of Tacoma to such risks as legal issues, loss of trust from our citizens and customers, and security concerns.

3.0 Scope

This policy applies to Permanent, Temporary, Contract, Intern, Consultant, Third Parties, visitors, or anyone using Port of Tacoma related resources.

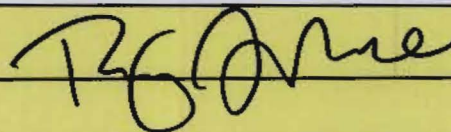
4.0 Policy

4.1. Social Media Usage

1. **FOR BUSINESS PURPOSES:** This policy captures the acceptable use of Social Media tools at the Port of Tacoma for business purposes, which include, but are not limited to, promotion and public outreach.
 - a. Use of Social Media for a defined business purpose shall be:

Approved by Executive Director: _____

Effective Date: 6/25/09



- i. Approved by the Chief External Affairs Officer and Director, Information Technology or their designees,
 - ii. Published using the approved Port of Tacoma platform and tools, and
 - iii. Administered by approved Port of Tacoma authors. (Approval granted by an employee's supervisor and Chief External Affairs Officer or designee.)
 - b. All Social Media postings and exchanges are subject to state records retention and public disclosure laws.
 - c. Use of Port of Tacoma computer systems for Social Media must be in support of Port business.
2. **FOR PERSONAL USE:** Port employees who choose to engage in Social Media for personal purposes assume any and all risk associated with that use.
 - a. Port of Tacoma computer systems are not to be used for personal use of Social Media.
 - b. When an employee clearly identifies his or her association with the Port of Tacoma and/or discusses his or her work:
 - i. He or she is expected to behave appropriately on the Internet and in ways consistent with the Port's values and policies.
 - ii. It is required that employees make it clear they are speaking for themselves and not on behalf of the Port of Tacoma by including a disclaimer such as: "The postings on this site are my own and don't necessarily represent the Port of Tacoma's positions, strategies or opinions."
 - c. Port of Tacoma logins or e-mail addresses should not be used as an identifier for personal use or to express personal opinions in Social Media. An employee should use his or her personal e-mail address for these purposes.
3. **UNACCEPTABLE USE OF SOCIAL MEDIA:** The following list is by no means exhaustive, but attempts to provide a framework for activities that fall into the category of unacceptable use of Social Media, both for business and personal purposes unless otherwise stated. Personnel should contact their supervisor, External Affairs or the Information Technology Director for questions about this policy. **The following activities are strictly prohibited, with no exceptions:**
 - a. Engaging in any actions that may harm or tarnish the image, reputation and/or goodwill of Port of Tacoma and/or any of its employees when participating in Social Media, along with all activities prohibited by Port of Tacoma's **Acceptable Use of Information Technology Resources Policy**.
 - b. Attributing personal statements, opinions or beliefs to the Port of Tacoma when participating in Social Media (as stated above under "FOR PERSONAL USE").
 - c. Engaging in any activity that is illegal under local, state, federal or international law while using Port of Tacoma-owned resources.

- d. Violating laws pertaining to the handling and disclosure of copyrighted or export controlled materials
- e. Violating the rights of any person or organization protected by copyright, trade secret, patent or other intellectual property, or similar laws or regulations.
- f. Using Port of Tacoma's trademarks, logos and any other Port of Tacoma intellectual property in connection with any personal Social Media activity.
- g. Using a Port of Tacoma Social Media account to actively engage in procuring or transmitting material that is in violation of sexual harassment or hostile workplace laws in the user's local jurisdiction.
- h. Making fraudulent offers of products, items, or services originating from any Port of Tacoma account.
- i. Making statements about warranty, expressly or implied, unless it is a part of normal job duties, from any Port of Tacoma account.
- j. Effecting security breaches, including but not limited to sharing data of which the public is not an intended recipient.

4.2 Security and Proprietary Information

1. Keep passwords secure and do not share accounts. See the Port of Tacoma's **Password Management Policy** for more information.
2. Employees are prohibited from revealing any Port of Tacoma confidential or proprietary information, trade secrets or any other material.
3. Postings by employees from a Port of Tacoma e-mail address to Social Media sites is only allowed by approved authors. Approved authors have a business purpose for use Social Media, and are authorized by their supervisor and the Chief External Affairs Officer (or designee).

5.0 Enforcement

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.

6.0 Definitions

<u>Term</u>	<u>Definition</u>
Social Media	Social media are online communications in which individuals are both the audience and author. Examples include but are not limited to blogs, social networking sites like Facebook, MySpace, LinkedIn, Plaxo and Twitter; media-sharing sites like Flickr and YouTube, and information-authoring sites (wikis) like Wikipedia.
Blog	A blog (short for weblog) is a personal online journal that is frequently updated and intended for general public consumption.
Approved Authors	A Port of Tacoma Employee who proposes a defined business use for Social Media, and that use is approved by External Affairs and Information Technology Director.

7.0 Revision History