

*J. Gordinier*  
11/3/11

# CORPORATE USE OF SOCIAL MEDIA

EX-20 Policy as of 11/3/2011

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## I. POLICY

This policy governs use of social media for official purposes by employees of Port of Seattle ("Port of Seattle"). For purposes of this policy, "social media" means interaction with external websites or services based on participant contributions to the content. Types of social media include blogs, electronic bulletin boards, wikis, photo and video sharing, podcasts, virtual worlds, and social networking. Examples of social media sites include Facebook, Twitter, and YouTube. The Port supports the use of social media to facilitate interactivity, collaboration, and transparency in support of the Port's mission. Employees should be mindful that the Port is responsible for content published by employees when they are representing the Port or otherwise acting in an official capacity; moreover, any content published in social media is in the public domain, available for publishing or discussion in all forms of media. For these reasons, when using social media, employees should exercise common sense and good judgment, and comply with the following expectations.

Port of Seattle employees **other than** those designated as approved authors by Public Affairs to write, post, and respond to items on the port's public-facing social media sites and external sites ("approved authors") are not allowed to publish or provide official comment via social media in any way that could be interpreted as doing so on behalf of the Port of Seattle. Approved authors are free to publish or comment via external social media in accordance with this policy.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that Port of Seattle employees must otherwise follow and comply with the Port's confidential information, anti-harassment, and anti-retaliation policies.

## II. Use of Social Media for Official Port Communications

Before engaging in social media on behalf of the organization, employees must obtain the permission of their supervisor and the Director of Public Affairs. Approved authors will be trained on corporate use of social media by members of the Public Affairs team, and such training must be successfully completed before engaging in corporate use of these communication tools.

Approved authors must identify themselves as a port employee when communicating.

When using social media for official port communications and official job duties, approved authors must:

- Comport themselves professionally; mindful that they are representing the Port of Seattle.
- Comply with applicable communications policy, practices and expectations.
- Comply with all federal, state, and local laws, including copyright and fair use regulations.
- Comply with all port policies, including those relating to appropriate and prohibited use of the port's electronic systems (appropriate/prohibited use will specifically address copyright laws and defamation), confidential information, anti-harassment, equal opportunity, and technology security.
- Respect the privacy rights of port employees.
- Review the Terms of Service or Terms of Use (TOS) that govern the use of social media sites. If the TOS contradict port policy, approved authors should notify the Workplace Responsibility Officer for guidance on whether use of such media is appropriate.

### III. Establishing Social Media Accounts

Once approved by a supervisor and the Director of Public Affairs to become an approved author, a Public Affairs team member will conduct mandatory training, and assist in setting up social media accounts and the appropriate settings.

Should a staff person's position within the port change, he or she must gain approval from a supervisor and the Director of Public Affairs to continue serving as an approved author in his or her new capacity.

Social media identities, logon IDs and user names may not use the Port of Seattle's name without prior approval from the Director of Public Affairs.

#### A. Transparency

Employees who have been designated as approved authors for social media purposes may not blog anonymously, using pseudonyms or false screen names when communicating about port issues. Approved authors must use their real names and identify that they work for and are speaking on behalf of the Port of Seattle.

#### B. Privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Port of Seattle website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access.