

ARCHIVING PROCEDURES FOR THE BOROUGH'S FACEBOOK PAGE

TO: KPB Service Areas, Directors, Supervisors and Record Custodians

EFFECTIVE DATE: January 24, 2019

NEXT REVIEW DATE: April 2020

REVIEWED BY: John Quick, Chief of Staff (former)
Colette Thompson, Borough Attorney
Stormy Brown, HR Director (former)
Ben Hanson, IT Director
Johni Blankenship, Borough Clerk
Michele Turner, Deputy Borough Clerk/Records Manager

1. Introduction

This document serves to address the fast-changing landscape of the internet and the way residents communicate and obtain information online. The Borough currently has a primary Facebook site that is intended to notify Borough residents of current borough activities. Additionally, several service areas have created Facebook pages in support of their operations. By design, all Facebook pages allow for public comment and this functionality cannot be disabled.

2. Purpose

It is the intent of the Kenai Peninsula Borough to provide as much information to the public in an effort to engage more citizens in various projects, topics and meetings conducted within the Borough. While KPB Facebook pages are an open forum, the content is subject to public recordkeeping practices.

These procedures pertain to preserving, capturing and archiving the records of any pages Facebook pages owned and operated by the Borough. Employees should refer to the borough's approved *Social Media Policy* for specifics on using social media at the workplace, on Borough owned equipment, on duty and while off duty on personal equipment.

3. Approval

Mayoral approval is required prior to a department or service area creating and/or establishing a formal representation of the Borough through any social media platforms. Likewise, 'Administrators' of the social media platforms will also be approved by the mayor, or his/her designee.

4. Guidelines

- a) The Borough will generate 'pages' on Facebook, not 'groups'. Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability.
- b) Facebook administrators will be responsible for the content and upkeep the page(s).
 - 1) In addition to department or service area Facebook administrators, administrative access must be granted to the Borough Public Information Officer, Mayoral designees within the Borough IT Department and Borough Clerk's Office. These additional administrators will limit their use of a department or service area Facebook page to effective records management, or communication regarding public safety concerns.
 - 2) Administrators will refrain from activating secondary social networks such as iMessenger or Instagram to respond to or generate additional public inquiries. Record retention for many of these platforms cannot be reliably captured.
- c) The Borough's primary and predominant internet presence is the Borough's website: www.kpb.us.
- d) Wherever possible, content posted to the borough's Facebook pages should also include links directing users back to the Borough's official website for in-depth information and online services necessary to conduct business with the Borough.
- e) Social media sites are subject to the State of Alaska public records laws. Any content maintained in a social media format that is related to Borough business is a public record. Content related to Borough business shall be maintained in an accessible format so that it can be produced in response to an information request.
- f) Borough officials (whether elected or appointed) are discouraged from using their personal pages to post information regarding official Borough business, as those posts are also subject to disclosure under the Alaska Public Records Act. If a Borough official identifies a need for a specific

Facebook post, they should contact an administrator.

- g) KPB subscribes to an archiving service that captures Facebook content. Any Borough department or service area intending to establish a Facebook presence will be required to work with the IT Department to ensure borough managed Facebook content is archived.
- h) Users of the Borough's Facebook page shall be notified that the intended purpose of the site is to serve as a mechanism for communication between departments and members of the public. Any comments containing any of the following forms of content shall not be allowed and will be deleted/removed from the page:
 - 1) Comments not topically related to the particular social medium article being commented upon;
 - 2) Comments in support of or in opposition to political campaigns or ballot measures;
 - 3) Profane language or content;
 - 4) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation, or any other category protected by law;
 - 5) Sexual content or links to sexual content;
 - 6) Solicitation of commerce;
 - 7) Conduct or encouragement of illegal activity;
 - 8) Information that may tend to compromise the safety or security of the public or public systems; or
 - 9) Content that violates a legal ownership interest of any party.

4. Terms of Use

The following terms of use statement should be featured on the Borough's Facebook pages under *About Us* and pinned at the top of the newsfeed.

TERMS OF USE

Welcome to the Kenai Peninsula Borough's official page on Facebook.

The Borough's primary and predominant internet presence is the Borough's website: www.kpb.us

PLEASE NOTE: All articles and other content posted or submitted for posting are subject to public disclosure. Comments posted to this page will be monitored. The Borough reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal interests of another party, support or oppose political candidates or ballot propositions, promote illegal activity,

promote commercial services or products that are not topically related to the particular posting.

5. Retention Period

The Alaska Public Records Act and relevant borough records retention schedules apply to social media formats and content.

These procedures supersede any previous procedures issued and approved under KPB 2.52.040.

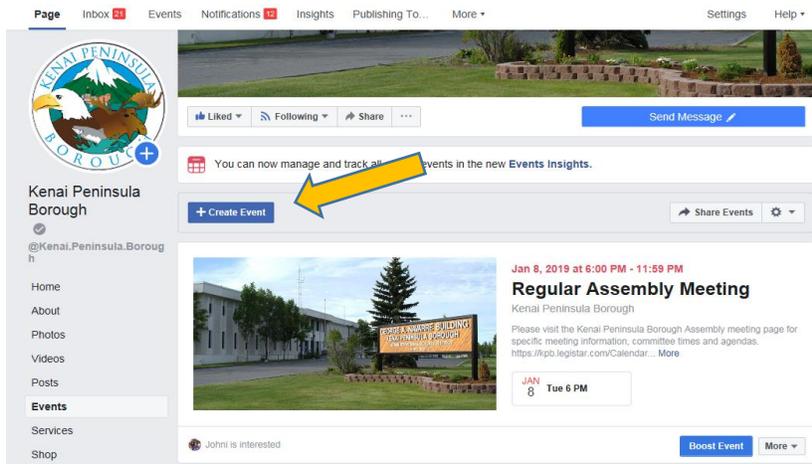
Wayne H. Ogle 1/24/2019
Wayne H. Ogle, Assembly President Date

Posting a Meeting ("Event") on the Borough's Facebook Page Attachment to KPB Facebook Archiving Procedures

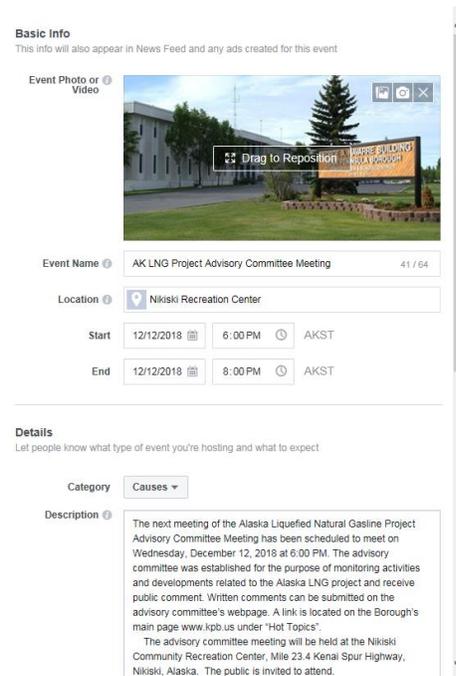
KPB's Facebook page is an additional media source to notice Borough meetings. The administration has requested these notices be posted to the Facebook page as "Events".

To ensure all "Events" are captured in the archive, a step-by-step guide has been provided for your reference.

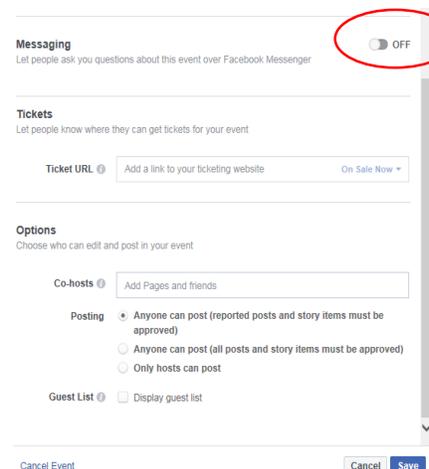
1. Create an event



2. Add the basic info and details of your event.



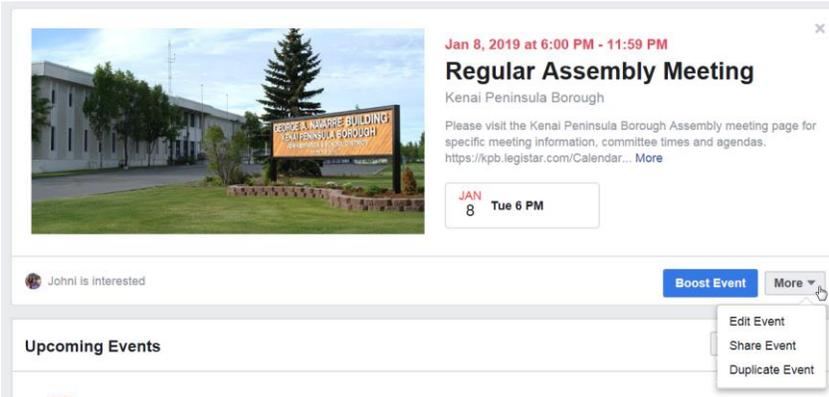
Note: Do not allow messaging through FB Messenger – IMs are not captured in the archive.



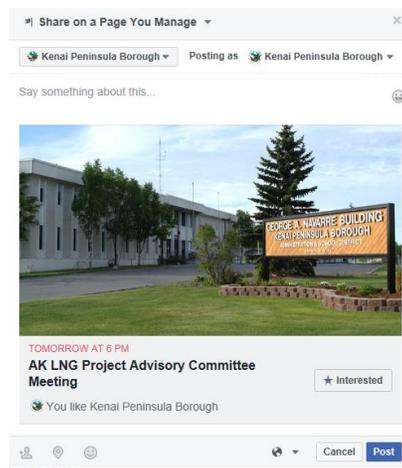
Save your event.

Posting a Meeting ("Event") on the Borough's Facebook Page Attachment to KPB Facebook Archiving Procedures

3. From the main "Events" screen, next to the event you just posted – select "Share Event" in the More dropdown box.



Post the event on KPB's timeline:



Done!