

City of Portland

Social Media Feedback

Outstanding Issues/Questions

The following is a list of outstanding questions and concerns that White Horse has collected from the City of Portland, which will require further internal discussions and clarifications. These should be answered as the City continues to move through the process of defining social media use.

-How to define new sites that need specific use policies? And, what time parameters should we apply to this process? How often to consider new sites? Who should comprise the task force for defining these policies?

-The City should discuss trademark/servicemark registration for City bureau logos.

-Clarify who has the contracting authority to click to agree to third party terms of use.

-Determine third party's ability to provide litigation holds, discovery requests and data recovery.

- If we use an outreach strategy that relies in part on social media what steps should the city take to ensure that the city is mindful of a larger comprehensive strategy to meet all of our constituent's communications needs not just the digitally advanced?

-Final blog policy and training materials should include further definition around how to handle unfavorable posts.

-We may want to consider having a master contract(s) in place with software providers whose policies best synch with POL.

-White Horse note: As a point of clarification, most open-source software does not require a terms-of-use agreement or legally binding terms to use. Using software with this flexibility might alleviate some legal concerns.

- All externally hosted services suffer from a public archive issue; are there any ideas/recommendations specific to this problem?

-White Horse note: See specific recommendations regarding content aggregation in the benchmarking report, which elaborates technology solutions designed for this purpose.

-How do we discern “your” or “my” posts from other authorized users in the organization? Perhaps each authorized user from the City should have a unique digital “footprint” (i.e., explicit signoff or some combination of special characters included in every post) to differentiate “their” post from the posts of other authorized users. Each posts should be identifiable by all as to who posted it.

-White Horse note: I am not sure this is necessary for Facebook Pages, where the user is expecting to engage with the organization and not interested in the specific individuals that are speaking on behalf of the organization. There is the capacity to do this in Twitter on an automatic basis, using “Twitter Contributors.” If deemed necessary by the City, it is simple to establish a protocol for this, but I don’t think it’s needed.

-For union employees, are social media responsibilities a new job description item?

-The City must establish neutral criteria for Following on Twitter (types of institutions/organizations/accounts).

-Establish clear guidelines around possible campaign activities that might be present in external forums or social sites.