



CITY OF SHAVANO PARK
900 Saddletree Court
Shavano Park, TX 78231

CITY POLICY NO. 6

SUBJECT: Social Media Policy

November 16, 2015

1. References.

- a) Texas State Records Retention Schedule

<https://www.tsl.texas.gov/slr/recordspubs/rrs4.html>

- b) Texas Public Information Act

<http://www.statutes.legis.state.tx.us/SOTWDocs/GV/hm/GV.552.htm>

2. **Overview** The internet has become a popular and effective medium where people and organizations go to share information. Information is posted and viewed electronically every day for the purpose of education, entertainment and community awareness. The City of Shavano Park Social Media Policy will provide a framework for the use of social media by the City of Shavano Park for the purpose of community engagement and information distribution.

3. **Purpose.** This policy is designed to provide reasonable and flexible guidelines for the use of City social media accounts as a communications tool by City staff which facilitates an environment for sharing positive information about the City and its programs and services. This policy is not designed to govern the private social media activity of City employees.

3. **Staff Point-of-Contact.** The point of contact for this policy is the Planner / Information Systems Manager, at 210.493.3478 x223 or planner/ism@shavanopark.org.

4. Definitions.

- a) *Social Media.* Third-party websites which allow for the creation of a user profile while allowing dialogue with other users' created profiles, e.g. Facebook, Twitter, Nextdoor, etc.

- b) *City social media accounts.* Those accounts created on Social media websites that are established and maintained by a City employee who is authorized to do so by the City Manager and that are used to conduct City business and/or communicate with or gather feedback from residents and other interested parties.

5. **Policy.** The City's Planner / Information Systems Manager or other individual appointed by the City Manager may create and maintain social media applications for the City of Shavano Park. Such sites must meet one or both of the following purposes:

- Provide residents of the City of Shavano Park information about city events, activities and issues

- Inform individuals from outside our community about the many positive qualities of the City of Shavano Park.

5. General Governance.

- a) The creation and deletion of any City social media account must have the approval of the City Manager. The City Manager will designate a City staff member(s) to maintain and update the City social media account. The City Manager reserves the right to direct that any City of Shavano Park Social Media account be taken offline at any time.
- b) It is the responsibility of the Planner / Information Systems Manager (ISM) to monitor all City social media accounts. The ISM will also maintain login and password information for all City social media accounts. Any changes of the login information shall be reported to ISM as soon as possible.

6. Content and Postings.

- a) Departments creating or posting information to a City social media account must conduct themselves at all times as representatives of the City and in accord with all relevant Employee Handbook policies and City Manager directives.
- b) Departments using City social media accounts will follow these guiding principles:
 1. Do not post personal opinions or positions. City Social media accounts are not for personal expression.
 2. Understand that postings are widely accessible, not retractable, and retained or referenced for a long period of time, so consider content carefully.
 3. Keep posting factual and accurate. If a mistake is made, admit to it and post a correction as soon as possible.
 4. Reply to comments in a timely manner, when a response is appropriate. When disagreeing with others' opinions or providing comments, be sure that the comments are meaningful, respectful and relevant to the topic at hand.
 5. Ensure content does not violate the City's privacy, confidentiality and applicable legal guidelines. Never comment on anything related to legal matters, litigation or any parties with whom the City may be in litigation without the appropriate approval.
 6. The posting of photos, video, voice recordings or other media directly related to Fire, EMS or Police Incidents that may contain personally identifiable information is expressly forbidden. Department heads should consult with the City Manager before posting any such content to a City social media account.
- c) Records Retention. All City social media accounts postings shall follow the Records Retention Schedule as established by the Texas State Library and Archives Commission.
- d) The City reserves the right to monitor content before it is posted on all of its social media web page and accounts, remove any messages or postings that it deems, in its sole discretion to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party or otherwise inappropriate for the service which includes:
 1. Clearly violate the site's terms of service;
 2. Contain information about City business or operations that is confidential and non-public;

3. Would reasonably be considered pornographic, obscene or defamatory in nature;
 4. Directly promote or advocate violence or the threat of violence;
 5. Are solicitations of commerce or promotion of private business enterprises;
 6. Contain or link to inappropriate sexual content;
 7. Encourage or promote illegal activity;
 8. Include information that may compromise the safety or security of the public or public systems;
 9. Appear to violate the legal ownership interest of any other party; or
 10. Contain links to malicious computer programs such as malware, trojan horses, key loggers, worm or viruses; or
 11. 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.
- e) The City of Shavano Park is not responsible for offensive and inappropriate content that may be posted on City social media sites, but will ensure that it is removed at the earliest opportunity once it is discovered.
- f) The City Manager or his designee(s) will use the guidelines of this document to determine what is inappropriate and/or offensive and will have the final authority on determining what may constitute inappropriate or offensive content.
- g) Any city employee(s) found to be in violation of this policy or the City of Shavano Park Employee handbook policy as part of their use of the City of Shavano Park social media sites will be subject to disciplinary action as outlined in the Employee Handbook.