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# Social Media Policy

## CITY OF AURORA

### POLICY AND PROCEDURE

Number: A-SMP01

Authority: Aurora City Council / City Administrator

Effective: July 1, 2011

Revised: June 12, 2017

### SOCIAL MEDIA POLICY – GENERAL

#### 1. Purpose

This Social Media Policy ("Policy") establishes guidelines for the establishment and use by the City of Aurora ("City") of social media sites as a means of conveying information to members of the public.

The intended purpose of City social media sites is to disseminate information from the City about the City's mission, meetings, activities, and current issues to members of the public.

The City has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the City and its officials.

## 2. Definitions

"Social media sites" means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to: Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, Delicious, Pinterest, and Flickr.

"City social media sites" means social media sites which the City establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, vendors, or partners. City social media sites shall supplement, and not replace, the City's required notices and standard methods of communication.

"Posts" or "postings" means information, articles, pictures, videos or any other form of communication posted on a City social media site.

## 3. General Policy

- The City's official website at [Auroratexas.gov](http://Auroratexas.gov) (or any domain owned by the City) will remain the City's primary means of internet communication.
- The establishment of City social media sites is subject to approval by the City Administrator or his/her designee. Upon approval, City social media sites shall bear the name and/or official logo of the City.
- All content on City social media sites shall be reviewed, approved, and administered by the City's Public Information Office.
- City social media sites shall clearly state that such sites are maintained by the City and that the sites comply with the City's Social Media Policy.

- City social media sites shall link back to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.
- The City's Public Information Office shall monitor content on City social media sites to ensure adherence to both the City's Social Media Policy and the interest and goals of the City.
- City social media sites shall be managed consistent with the Brown Act. Members of the City Council, Commissions and/or Boards shall not respond to, "like", "share", retweet or otherwise participate in any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
- The City reserves the right to terminate any City social media site at any time without notice.
- City social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
- The City's Social Media Policy shall be displayed to users or made available by hyperlink.
- All City social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- City social media sites are subject to the Texas Public Information Act. Any content maintained on a City social media site that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.

- Employees representing the City on City social media sites shall conduct themselves at all times as a professional representative of the City and in accordance with all City policies.
- All City social media sites shall utilize authorized City contact information for account set-up, monitoring, and access. The use of personal email accounts or phone numbers by any City employee is not allowed for the purpose of setting-up, monitoring, or accessing a City social media site.
- City social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on City social media sites by the social media site's owners, vendors, or partners.
- The City reserves the right to change, modify, or amend all or part of this policy at any time.

#### **4. Content Guidelines**

- The content of City social media sites shall only pertain to City-sponsored or City-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
- Content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Aurora, whenever possible.
- The City shall have full permission or rights to any content posted by the City, including photographs and videos.
- Postings shall be made during normal business hours. After-hours or weekend postings shall only be made with the approval of the City's City Administrator or his/her designee.

- Any employee authorized to post items on any of the City's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
- Any employee authorized to post items on any of the City's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the City's social media sites by an authorized City employee shall only reflect the views of the City.
- Postings must contain information that is freely available to the public and not be confidential as defined by any City policy or state or federal law.
- Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
- Postings to City social media sites shall NOT contain any of the following:
  - Comments that are not topically related to the particular posting being commented upon;
  - Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
  - Profane language or content;
  - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
  - Sexual content or links to sexual content;

- Solicitations of commerce;
  - Conduct or encouragement of illegal activity;
  - Information that may tend to compromise the safety or security of the public or public systems; or
  - Content that violates a legal ownership interest of any other party.
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- These guidelines shall be displayed to users or made available by hyperlink on all City social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.
- 
- The City reserves the right to implement or remove any functionality of its social media site when deemed appropriate by the City Administrator or his/her designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a City social media site.
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- Except as expressly provided in this Policy, accessing any social media site shall comply with all applicable City policies pertaining to communications and the use of the internet by employees, including email content.
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- All of the content on City social media sites must be provided to the City Administrator his/her designee for review, approval and subsequent posting to the social media site.



## FACEBOOK STANDARD POLICY

### Purpose

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects, and events. This standard is designed for City departments looking to drive traffic to department Web sites at [auroratexas.gov](http://auroratexas.gov) and to inform more people about City activities. These standards should be used in conjunction with the City's blogging policy, social media use policy and video posting policy. As Facebook changes these standards may be updated as needed.

### Establishing a page

When a department determines it has a business need for a Facebook account, it will submit a request to the City Administrator, via email. Once approved, a page will be created, using the boilerplate business page for the department. Applications are not to be added to a city Facebook site. All city provided branding images must meet city branding standards.

### Type of Pages

The City will create 'pages' on Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization, and measurability. Related community pages are unofficial representations of city business created by Facebook. Community pages will currently be accepted as is unless there is a copyright/trademark issue.

Page 'type' shall be selected as 'government.'

### Boilerplate

The City Administrator/PIO will standardize and provide the Facebook page's cover and profile images. The city logo is added to the cover photo.

Departments will complete the Page Info section as fully as possible.

If comments are turned on, the Facebook page should include a tab/link to a Comment Policy tab with the following disclaimer:

Comments posted to this page will be monitored. Under the City of Aurora Social Media policy, the City 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 ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the posting.

### Link to the City

A link to [www.auroratexas.gov](http://www.auroratexas.gov) will be included on the Page Info page.

City department and project pages should be page favorites of other City Facebook pages.

### Page Naming

The page name should be descriptive of the department.

Departments will choose carefully with consideration for abbreviations, slang iterations, etc.

The City Administrator will approve proposed names.

### Page administrators

A successful page requires "babysitting." The public information officer (PIO) is responsible for monitoring the Facebook page. Posts should be approved by the PIO or a designated alternate.

The department PIO is responsible for making sure content is not stale. Departments will designate a backup administrator in PIO's absence.

### Comments and Discussion Boards

Comments to the timeline generally will be turned off but may be allowed on a case-by-case basis with a request from the department and approval from the City Administrator. Discussion Boards/apps should be turned off.

### Style

City Facebook pages will be based on a template that includes consistent City branding. The City Administrator will provide departments with the template.

Departments will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

### Applications

There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.

An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is **approved** by the City Administrator.

An application may be removed at any time if there is a significant reason to think it is causing a security breach or spreading viruses.



## TWITTER STANDARD POLICY

### Purpose

Twitter is a micro-blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to [www.auroratexas.gov](http://www.auroratexas.gov) for more information. These standards should be used in conjunction with the City's Social Media Use Policy.

### Content

Department communications personnel shall hold and maintain their department's Twitter account.

Each department shall have only one Twitter account unless otherwise approved by the City Administrator.

Account information, including usernames and passwords, shall be registered with the City Administrator.

The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure

If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.

Twitter usernames shall begin with "Aurora" (AuroraCourt, AuroraCode, etc). In cases where the username is too many characters, begin with "COA" (COACourt, COACode, etc).

Department Twitter account backgrounds will share a standardized City of Aurora logo.

Twitter accounts shall serve three primary purposes:

- Get emergency information out quickly
- Promote City-sponsored events
- Refer followers to content hosted at [www.seattle.gov](http://www.seattle.gov)

Information posted on Twitter shall conform to the policies and procedures of the department posting the information. Tweets shall be relevant, timely and informative.

Twitter content shall mirror information presented on [www.auroratexas.gov](http://www.auroratexas.gov) and other existing information dissemination mechanisms. Communications personnel shall ensure that information is posted correctly the first time. Twitter does not allow for content editing.

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## The History of "Ned," our Alien.

On April 17th, 1897, local lore tells of a "cigar shaped" spaceship crashing into a windmill belonging to a local Judge, a man by the name of J.S. Proctor. The local towns people report discovering a deceased alien creature in the crash debris. The pilot of this craft was given "proper burial" in the Aurora Cemetery. A Texas Historic Monument briefly describes the event. [Learn More >](#)

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## *The City of Nevada City*

### *Policy & Procedure*

## **SOCIAL MEDIA POLICY**

### **GUIDELINES FOR ADMINISTRATORS**

#### **PURPOSE**

This policy provides guidance to designated employees, contractors, and volunteers of the City of the City of Nevada City that are authorized to add, modify or delete information (collectively, "post" or "posting" hereinafter,) on social media websites. Social media websites are an important tool to help citizens and government interact with each other within the individual's preferred method and time schedule and foster a culture of greater civic engagement. The City uses social media for such purposes. When posting on social media websites or other social networking channels on behalf of the City within the scope of the employee's job duties, designated employees are, in effect, serving as the voice of the City. Therefore, all official City posting shall be in accordance with the guidelines set forth below.

#### **A. SCOPE**

What is 'Social Media'? Social media technologies are Internet and mobile-based tools for sharing and discussing information. The public interaction on these sites and the resulting community-generated content is commonly referred to as Web 2.0. Social media, social networking and Web 2.0 are terms that describe internet-based communication applications with a focus on immediacy, interactivity, user participation and information sharing in multiple ways. Just as email and static websites were new communication venues in the previous decade, social media today refers to venues such as video sharing sites (e.g. YouTube), social networks (e.g. Facebook), and micro-blogging services (e.g. Twitter). Social media websites focus on creating and fostering online social communities for a specific purpose and to connect users from varying locations and interest areas. There are many social media venues and the City Manager must approve the social media outlet being requested and reserves the right to deny any venue.

This social media policy authorizes the City creation and use of Facebook, Twitter, [Instagram](#), and YouTube video streaming applications and accounts. The City's website (<http://www.nevadacityca.gov>) will remain the City's primary and predominant internet presence.

#### **B. DEFINITIONS**

For the purpose of this policy, the following terms are defined as provided below:

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**Department Administrator:** Designated employee, contractor or volunteer of the City of Nevada City who manages content on an official City social media website account. Each Department head is responsible for designating a Department Administrator for their department.

**Really Simple Syndication (RSS) Feed:** An RSS document commonly referred to as a feed, web feed or channel, includes full or summarized text, plus metadata such as posting dates and authorship. RSS feeds benefit publishers by letting them post content on various venues automatically.

**Message (Tweet, Comment, Post, Alert):** Any information posted by a Department Administrator on an official City social media website account to be sent to users via simple web access, email or SMS text message. In addition to individual postings, messages will be generated for Nixie from Twitter and Press Releases. On Twitter and Facebook, messages will be generated from News & Announcements category "City Homepage" and Calendar category "City Events and Meeting" through RSS Feeds.

**Comment:** Response to City social media site content submitted by a commenter.

**Commenter:** City official or member of the public who posts an official City comment in response to the content of a particular City-related social media site.

**Follower (Twitter and Instagram):** Any registered member of Twitter and/or Instagram that chooses to receive messages from another user.

### C. GENERAL CONDITIONS AND RESTRICTIONS

1. All City social media website accounts will adhere to applicable federal, state and local laws, regulations, and policies including all Information Technology and Records Management City policies and other applicable City policies.
2. All City social media website accounts will clearly indicate they are maintained by the City of Nevada City, will contain the City's logo, and will have City contact information prominently displayed. Content should be consistently branded to communicate a clear association with the City.
3. Content on all City social media website accounts is public record and as such, California Public Records Act and e-discovery laws and policies apply. All content must be able to be managed, stored, and retrieved to comply with these laws.
4. Content on all City social media website accounts posted on behalf of the City should focus on significant City interest areas and be organized in a manner that avoids duplication, ambiguities, and/or conflicting information across the City's various communication mediums.
5. Content on all City social media website accounts posted on behalf of the City must be posted by a Department Administrator that has a complete understanding of this policy and other applicable City policies, and possesses appropriate content and technical experience. Oversight of social media website accounts will be provided by the City Manager or City Manager's designee.
6. All City social media website accounts will contain the following City-standard disclaimers:



- a. "This is an official Facebook page (Twitter, Instagram and/or YouTube) of the City of Nevada City. For more information about the City of Nevada City visit [www.nevadacityca.gov](http://www.nevadacityca.gov). This site is intended to serve as a mechanism for communication between the public and the department on the listed topics and as a forum to further the mission of the department. Any comment submitted to this page and its list of fans may be considered a public record which is subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the Finance and Administration Department."
- b. "The City of Nevada City disclaims liability for ads, videos, promoted content, or messages accessible from any external web page. The responsibility of external content or messages rests with the organizations or individuals providing them. Any inclusion of external content or messages on external social media websites does not imply endorsement by the City of Nevada City."
- c. "Comments posted to this page are subject to ~~begin monitoring~~monitored and removal of inappropriate content will be removed as soon as discovered. Under the City of Nevada City Social Media Use Policy, Standards and Procedures, the City reserves the right to remove inappropriate content including, but not limited to posts that contain:
  - Personal attacks against any member of the public or an employee of the City.
  - Advertisement or promotion of services or products.
  - Abusive, profane or vulgar language.
  - Sexual content, overly graphic, disturbing, obscene or offensive material or material that would otherwise violate the law if published on this site.
  - Offensive language targeting specific ethnic, religious, or racial groups.
  - Posts or comments that contain any external links.
  - Off-subject or out of context comments.
  - Comments that are illegal and/or which may interfere or inhibit/compromise the safety ~~of~~ of City employees, public, or public systems.

The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner. The City/~~Police Department~~ reserves the right to remove its own postings from their social media sites."

7. All messages posted on social media website accounts on the City's behalf must:
  - a. Present the City in a positive light;
  - b. Contain information that is freely available to the public and not confidential as defined by any City policy or state or federal law;
  - c. Not contain any personal information except the names of employees whose job duties include being available for contact by the public;

- d. Be respectful, professional and comply with local, state, and federal laws;
  - e. Include proper grammar and avoid technical terms or abbreviations unless there is a common understanding of its meaning;
8. The inclusion of hyperlinks in any official City message must comply with the following:
- Hyperlinks are allowed only to the City Website, other governmental or quasi-governmental agencies and organizations with which the City has a contractual relationship or are listed in the City Website Internet Resources.
9. Department Administrators posting messages on social media website pages are expected to understand the current terms of service for that site.
10. Except as expressly provided in this policy, accessing any social media venue shall otherwise comply with all applicable policies of the City of Nevada City pertaining to use of the internet by employees, including email content.

#### D. REVIEW PROCEDURES

1. Any Department wishing to create or delete an account on any social media webpage or site must have Department Head approval with the request being submitted to the City Manager for approval. ~~The Finance and Administration Department~~The City Manager should be notified of all open/closed accounts.
2. Social media website account creation and deletion requests must contain the following:
- a. Requesting department
  - b. Is the request an addition or deletion of an account?
  - c. Purpose and scope of account
  - d. How will the account be promoted?
  - e. Types of materials to be posted on the account
  - f. Frequency of updates
  - g. Target audience
  - h. Administrator
  - i. Department head approval

#### E. COMPLIANCE

1. Prior to posting on any social media venue, each Department Administrator shall sign an acknowledgement of receipt of this policy indicating that he or she has read and understands all of its provisions, and agrees to be bound by the same.
2. Accounts will be reviewed by the City Manager's Office to ensure viability and appropriate usage. The following items will be reviewed:
- a. Number of Followers;
  - b. Frequency of messages;
  - c. Consistency of site with City image and core values.
3. Any Department Administrator found in violation of this policy may be subject to disciplinary action.

#### F. RECORDS MANAGEMENT

Content on all City social media sites is public record and as such, California Public Records Act and e-discovery laws and policies apply. All content must be able to be managed, stored, and retrieved to comply with these laws.

Each City Department is responsible for the creation, administration and deactivation of their social media website account.

1. The ~~Finance and Administration Department~~ City Manager will maintain, and provide to the appropriate Department Administrator, a list of all social media websites approved for City participation and account information, including login and password, to allow for the immediate alteration or removal of content that is inappropriate or inconsistent with City policy.
2. Department Heads shall maintain a record of social media website account information, including user name, registered email address, date established, and authorizing representative, name of person who created account and site terms of use/policy.
3. A record of site use agreements shall be maintained by the Finance and Administration Department.
4. Department Heads and Department Administrators shall adhere to the following procedures to preserve posted social media website content:

When an employee is ready to post a message other than those posted through an RSS feed, the content should be created in a Microsoft Word document and then copied onto the relevant social media site. The original Word document should be labeled with the name of the social media page and the date and then saved to an appropriately labeled folder on the shared JH:/. It is the responsibility of each department engaged in social media to maintain these files so that they are readily accessible and can be produced in response to a public records request. Any retention of material deemed to be a permanent record shall be kept consistent with City policies.

5. Department Heads shall ensure that each Department Administrator has a signed copy of the policy acknowledgement form to be kept in their personnel file in Finance and Administration.

#### G. EXCEPTIONS

Revisions to this policy may occur and every attempt will be made to provide prior notice of any such change. However, when deemed necessary in order to fully protect the City's interests, the interest of the public, and to more fully protect the safety of the public, including employees and volunteers governed by this policy, then this policy may be changed without prior notice.

The latest version of this policy will be available on the City's H:/ drive for employee access.  
Attachments:

- Content Policy for Members of the Public
- Acknowledgement of Receipt of City of Nevada City Use of Social Media Policy



#### CONTENT POLICY FOR MEMBERS OF THE PUBLIC

This Content Policy will be added to all City's and Police Department's social media pages.

##### Content Policy

If you need police assistance for an emergency or to report a crime, please DO NOT use our social media page. For Emergencies, call 9-1-1. For non-emergencies call the Nevada City Police Department's non-emergency number at 530-265-2626.

The purpose of this social media page is for ~~the City/Police Department~~ all City Departments to share news and information with members of the public regarding the activities, policies, and programs of the Department and its employees. We encourage the public's comments on posts. Your insights are important.

##### Comments

Comments/Discussion boards shall be turned off unless approved by the City Manager. If Comments/Discussion boards are authorized, before posting a comment, please note we utilize automatic content filtering features. All City/ Police Department social media content will be subject to monitoring. Due to the fact this page is public and possibly visible to persons of all ages, we expect participants to show respect, civility and consideration to visitors. Therefore, user generated posts/comments will be removed or rejected, and the user could be blocked, when the content of a post:

- Contains personal attacks against any member of the public or an employee of the Department.
- Promotes or advertises services or products.
- Apparent spam will be removed.
- Promotes or endorses political campaigns or candidates.
- Contains abusive, profane or vulgar language.
- Incites or promotes violence or illegal activities.
- Contains sexual content, overly graphic, disturbing, obscene or offensive material, or material that would otherwise violate the law if published on this site.
- Includes offensive language targeting specific ethnic, religious, or racial groups.
- Posts or comments that contain any external links.
- Is off-subject or out of context.
- Comments which may interfere or inhibit/compromise current investigation, police tactics, and the safety of police staff and officers.

The City/~~Police Department~~ reserves the right to remove its own postings from their social media sites. The City/~~Police Department~~ cannot control the removal of comments associated with removed posts.

Employees of the City/~~Police Department~~ will not edit public comments to remove objectionable or inappropriate content, so please ensure that comments comply with this policy if you would like it posted.

The City/~~Police Department~~ recognizes that social media tools are available 24 hour a day, and we welcome comments at any time. However, given the need to manage resources, the moderation and posting of comments will occur during regular business hours, Monday through Friday 8:00 am to 5:00pm, Pacific Standard Time, or when possible. Comments submitted after hours or on weekends or holidays will be read and posted as soon as possible if they meet the aforementioned criteria; in most cases, this will mean the next business day.

The City/~~Police Department~~ disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.

The City/~~Police Department's~~ use of external social media websites is provided as a public service. The City/~~Police Department~~ disclaims liability for ads, video, promoted content, or comments accessible from any external web page. The responsibility of external content or comments rests with the organization or individuals providing them. Any inclusion or external content or comments on external social media websites does not imply endorsement by the City/Police Department.

To make a Police Service Inquiry or Complaint, you may call the non-emergency number 530-265-2626. You may also file an inquiry or complaint in person at City of Nevada City Police 317 Broad Street, Nevada City, CA 95959.

All suspects who appear on this page as suspects or wanted individuals are innocent until proven guilty in a court of law.

#### Privacy

To protect your personal privacy and the privacy of other persons, The City/~~Police Department~~ recommends that people do not include personally identifiable information, such as a full name, Social Security number, phone numbers, addresses, or e-mail addresses in the body of their comments. If comments include personally identifiable information, it may be posted.

#### Public Records

Members of the public should be aware that information shared through this site shall be subject to release to people who request it through the California Public Records Act. All information posted to ~~the Nevada City Police Department's~~ social media sites shall be deemed a public record which the City will disclose without any prior notice to you.



## GUIDELINES FOR EMPLOYEES AND ELECTED OFFICIALS

### PURPOSE

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to share information with others in a contemporaneous manner.

### PROCEDURES

The following principles apply to professional use of social media on behalf of the City of Nevada City, as well as, personal use of social media when referencing the City.

- Employees need to know and adhere to the City of Nevada City's Company's Code of Conduct, Employee Handbook, and other City policies when using social media in reference to City of Nevada City.
- Employees should be aware of the effect their actions may have on their images, as well as, the City of Nevada City's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that the City of Nevada City may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the City of Nevada City, its employees, volunteers, elected officials, vendors, or constituents.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or Department Head.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the City Manager or his/her designated spokesperson(s).
- If employees find/encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a Department Head.
- Employees should get appropriate permission before you refer to or post images of current or former employees, volunteers, elected officials, vendors or constituents. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with employee's responsibilities at the City of Nevada City. The City's computer systems are to be used for business purposes

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only. When using the City's computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, Instagram, City of Nevada City blogs and YouTube), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- Subject to applicable law, after-hours online activity that violates the City of Nevada City's Code of Conduct or any other City policy may subject an employee to disciplinary action or termination.

- If employees publish content after-hours that involves work or subjects associated with the City of Nevada City, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the City of Nevada City's positions, strategies or opinions."

- It is highly recommended that employees keep the City of Nevada City related social media accounts separate from personal accounts.

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**ACKNOWLEDGEMENT OF RECEIPT OF CITY OF NEVADA CITY USE OF  
SOCIAL MEDIA POLICY**

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This statement acknowledges that I have received and read a copy of the City Administrative Policy entitled, Social Media Policy. I acknowledge, and fully understand, the terms of this policy and agree to abide by them. I understand that any violation of this policy could lead to disciplinary action up to and including termination and/or criminal or civil prosecution.

Signed: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

Date: \_\_\_\_\_



## **ORDINANCE NO. 2018-20**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF TOM BEAN, TEXAS, ADOPTING AN INTERNET WEBSITE AND SOCIAL MEDIA POLICY TO ESTABLISH REGULATIONS FOR THE DEVELOPMENT, OPERATION, AND ADMINISTRATION OF THE CITY'S WEBSITE AND SOCIAL MEDIA PLATFORMS AND TO ENSURE THAT THE CITY'S WEBSITE AND SOCIAL MEDIA PLATFORMS REMAIN NON- PUBLIC FORUMS SUBJECT TO THE CITY'S EXCLUSIVE USE AND CONTROL**

**WHEREAS**, the City Council ("City Council") of the City of Tom Bean, Texas ("City") has determined that new regulations should be established for the development, operation, and administration of the City's Website and Social Media Platforms and to ensure that the City's website and social media presence remain non-public forums subject to the City's exclusive use and control; and

**WHEREAS**, the City Council finds that the purposes of the City's website and social media presence are as follows:

- a. To provide a convenient and information-rich resource for residents, visitors, businesses, non-profit organizations, schools, other public agencies, and to access their City government.
- b. To provide information and resources that contributes to the health, safety and welfare of the citizens of, and visitors to, the City of Tom Bean.
- c. To contribute to the improvement of City services, foster economic development, and enhance the sense of community within the City.
- d. To establish and strengthen long-term partnerships between the City and individuals and entities in the public and private sectors where such partnerships further the public health, safety and welfare.
- e. To provide information about the City and its local services in a manner that is as manageable, efficient, and organized as possible.
- f. To provide an opportunity and means to supply businesses and individuals contemplating locating or moving to the City with an opportunity to see and hear firsthand why persons who call the City home enjoy living there.
- g. To provide an opportunity and means to create a personalized face for the City to display to citizens, businesses, governmental agencies, or individuals who may have heard about the City or are curious about the City but have yet to visit there or meet anyone who calls the City home.

- h. To encourage and generate civil pride and foster a sense of community among its residents.
- i. To create awareness of and reinforce the City's unique municipal brand.

**WHEREAS**, the City Council has determined that it is in the best interest of the City and its citizens to adopt the Internet Website and Social Media Policy attached hereto as Exhibit A, which is incorporated herein by reference for all purposes.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TOM BEAN, TEXAS, THAT:**

**Section 1. Recitals Incorporated.**

The determinations, findings and recitals above are incorporated herein as if set forth in full for all purposes.

**Section 2. Adoption of New Policy.**

The City Council hereby adopts the policy attached to this ordinance as Exhibit "A" and incorporates same herein by reference to be the City of Tom Bean's Internet Website and Social Media Policy.

**Section 3. Severability.**


It is hereby declared to be the intention of the City, that sections, paragraphs, clauses, and phrases of this ordinance are severable, and if any section, paragraph, clause or phrase of this ordinance shall be declared unconstitutional or illegal by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality or illegality shall not affect any of the remaining phrases, clauses, sentences, paragraphs or sections of this ordinance since the same would have been enacted by the City without the incorporation in this ordinance of any such unconstitutional or illegal section, paragraph, clause or phrase.

**Section 4. Passage.**

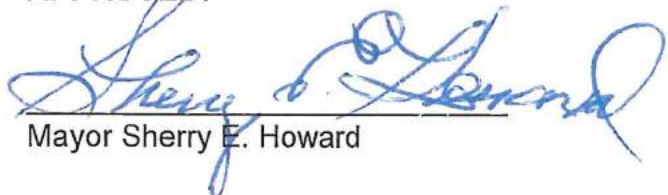
This ordinance shall be in full force and effect from and after the date of its passage.

PASSED AND APPROVED by the City Council of the City of Tom Bean, Texas this the 10th day of December, 2018.

**ATTESTED:**

  
City Secretary Cathy Pugh

**APPROVED:**

  
Mayor Sherry E. Howard



# EXHIBIT "A"

## CITY OF TOM BEAN INTERNET WEBSITE AND SOCIAL MEDIA POLICY

### 1. Purpose.

The purpose of the City of Tom Bean Internet Website and Social Media Policy ("Policy") is to establish regulations for the development, operation, and administration of the City Webs

ite and Social Media Presence(s) (collectively, "Programs"), and to ensure that these Programs remain as non-public forums subject to the City's exclusive use and control. The purposes of the City's website are as follows:

- a. To provide a convenient and information-rich resource regarding the City for residents, visitors, businesses, non-profit organizations, schools, and other public agencies.
- b. To provide information and resources that contributes to the health, safety, and welfare of the citizens of, and visitors to, the City of Tom Bean.
- c. To contribute to the improvement of City services, foster economic development, and enhance the sense of community within the City.
- d. To establish and strengthen long-term partnerships between the City and individuals and entities in the public and private sectors where such partnerships further the public health, safety, and welfare.
- e. To provide information about the City and local services in a manner that is as manageable, efficient, and organized as possible.
- f. To provide an opportunity and means to supply businesses and individuals contemplating locating or moving to the City with an opportunity to see and hear firsthand why persons who call the City home enjoy living and/or working here.
- g. To provide an opportunity and means to create a personalized face for the City to display to citizens, businesses, governmental agencies, or individuals who may have heard about the City or are curious about the City but have yet to visit or meet anyone who calls the City home.
- h. To encourage and help generate civic pride and foster a sense of community among the City's residents.
- i. To provide City history and information.

- j. To create awareness of and reinforce the City's unique municipal brand.
- k. To provide a convenient means by which the City can transmit information to the public at large.
- l. To establish awareness of and reinforce the City's unique municipal brand within various and increasingly prevalent communication platforms.
- m. To establish an additional mechanism by which the City can disseminate important information to the public during emergency situations.
- n. To complement and increase awareness of the City's website.

## **2. Policy.**

The City shall operate and maintain the City Website and engage in use of Social Media Platforms as provided in this Policy.

## **3. Definitions.**

The following definitions shall apply to this Policy:

- a. "City Website" means the official City Website available at [www.tombean.net](http://www.tombean.net), and any additional domain name(s) that the City acquires for official City use.
- b. "External Website" means a website maintained by a third party, and not by the City.
- c. "External Link" is a hyperlink from the City Website or City Social Media content to an External Website.
- d. "Security Measures" means practices for protection of physical configuration and environment, software, information-handling processes, and User practices.
- e. "User" or "Users" means an individual or individuals who access the City webpage through the Internet or who access City information provided through any Social Media Platform.
- f. "Social Media" means the various electronic communication systems established for the purposes of mass communications and/or social networking, including the third-party services of Twitter, LinkedIn, Facebook, and MySpace.
- g. "Social Media Account" and "Social Media Presence" means and includes the electronic data, user profile, login, or other similar means of controlled access and designations of content authorship, which are associated with an individual or entity in order to facilitate the use of a Social Media Platform, website, computer

software, mobile telephonic device application, or other interface mechanism for mass communication.

- h. "Social Media Platform", "Social Media Software", "Social Websites", and "Mass Communication Platforms" all mean the websites, internet services, computer software, mobile telephonic device applications, and other electronic interface mechanisms used to access and interface with Social Media, and includes both those interfaces which are or may be, owned by the City and those which are owned and/or operated by any third party.
- i. "Social Link" means any reference, group association, External Link, or other social networking connection (including but not limited to "friends lists", "circles", "follows", "networks", "likes/dislikes" etc.) that is accomplished by some method within the control of a Social Media account holder.

#### **4. Emergency Service Requests**

Requests for emergency services, such as those seeking assistance from police, firefighting, or EMS/ambulance services should NOT be directed to the City Website or any City Social Media Presence. Persons needing immediate help should contact 9-1-1 or request such emergency services by some other recognized and reliable method.

#### **5. Non-Public Forum Status.**

The City Website and any Social Media account established by the City are non-public forums. While the City encourages the public to use these mechanisms to access information and resources, the City expressly reserves the right to impose certain restrictions on the use of the City's Website and its Social Media Accounts. The City Website is reserved for the exclusive control of the City for the purposes of one-way communication to Users of the City Website. Neither the City Website, nor any Social Media Platform associated with an authorized City Social Media Account, shall be used to facilitate a general debate, public discourse or the free exchange of ideas; all of these services are restricted to only those users authorized by the City.

#### **6. Authority of Mayor.**

- a. The Mayor or his or her designee shall have the sole authority and responsibility for the implementation of this Policy. The Mayor may also make interpretations on issues that are not clearly articulated or not included in this Policy, so long as the Mayor's discretion is exercised in a manner consistent with the stated purposes of this Policy.
- b. Only the Mayor, or the Mayor's authorized designee, shall be authorized to perform any of the following functions:
  - i. create, establish, register, or otherwise initiate any Social Media Account on behalf of the City or which appears to be established by the City, or to use

- any Social Media Platform in such fashion;
  - ii. modify the content of any City Social Media Account;
  - iii. to set, remove, or otherwise modify any User-controlled settings associated with a City-associated Social Media Account;
  - iv. publish any information on a Social Media Platform on the City's behalf, or in any fashion which could be attributable to the City;
  - v. create, destroy, or modify a Social Link to the Social Media Account of any other person or entity;
  - vi. use any function of a Social Media Platform which states (or implies) an opinion or position held by the City regarding any person or entity; or
  - vii. modify the City Website or any City Social Media Platform.
- c. This Policy will be posted on the City Website for review by the public at any time. If technologically feasible, any Social Media Account established by the City will include a copy of this Policy or a link to this Policy published on the City Website.
  - d. Questions or comments regarding any subjects or issues addressed in this Policy may be directed to:

City of Tom Bean  
Attn: Mayor  
PO Box 659, Tom Bean, TX 75489

## **7. Privacy.**

- a. The City is sensitive to the privacy interests of the Users of the City Website and that of Users accessing any City Social Media Platform and believes that the protection of those interests is important. The City's goal in collecting personal information online is to provide the User with the most personalized and effective service possible. By understanding the User's needs and preferences, the City may provide Users with improved service. The City strives to protect online personal information in the same manner that the City protects citizen and business information obtained through other means. The following information explains the City's policy regarding any personal information supplied when using the City Website or accessing City Social Media content.
- b. City Website Privacy Policy: When you visit the City of Tom Bean Website, we use automated tools to log information about each visit. We process this information in the aggregate to determine site performance issues, such as popular pages, most frequently downloaded forms, and other site performance



characteristics. This information does not identify you personally. We do not track or record information about individuals and their visits.

- c. **Social Media Privacy Policy:** By their nature, Social Media Platforms are accessible by a vast number of persons and entities over which the City has no control. We may use automated tools to log information about visitors to City Social Media Accounts and associated websites. We process this information in the aggregate to determine Social Media Platform issues, such as popular posts or messages, links established with Social Media Accounts, tracking information which originated from a City Social Media Account and is retransmitted by other parties, and other usage information. However, we cannot guarantee that the information available to the City or a third party through a particular Mass Communication Platform will not identify you personally. To determine whether or not personally identifiable information will be accessible to the City or a third party when interfacing with a City Social Media Account, you must refer to the privacy policies and terms of use applicable to each Social Media Platform. We will not track or record information about individuals and their visits, except to the extent required by law.
- d. **Sensitive Communications:** Visitors to the City Website, and those interacting with or accessing the City's Social Media Presences, are hereby notified that any information provided to the City by either means may not be maintained confidentially by the City. Information received by the City by any person through a Social Media Platform or the City Website may be later shared with third parties, particularly when such information is subject to disclosure under the Texas Public Information Act or other law. Content is subject to all applicable records retention and public disclosure laws. Any person wishing to communicate confidentially with the City or any City official, officer, or employee should first contact the City to determine the appropriate channel for such communication, prior to revealing any sensitive material that they do not wish shared with third parties. City employees are prohibited from using any City Social Media Account to transmit or otherwise allow access to any information to which the City employee has any special right or ability to access or any information which is maintained confidentially by the City.
- e. **Disclaimer:** While every effort is made to keep information provided over the internet accurate and up-to-date, the City of Tom Bean does not certify the authenticity or accuracy of such information. No warranties express or implied, are provided for the content, records and/or mapping data herein, or for their use or interpretation by the User.
- f. **The City of Tom Bean, its elected officials, officers, employees, and agents assume no legal responsibilities for the information or accuracy contained in this data, including any action taken from reliance on any information contained herein and shall have no liability for any damages, losses, costs, or expenses, including, but not limited to attorney's fees, arising from the use or misuse of the information provided herein. The User's use thereof shall constitute an**



agreement by the User to release the City of Tom Bean, its elected officials, officers, employees and agents from such liability.

- g. By accessing the City Website or Social Media Presence and using any information therein, the User is stating that the above Disclaimer has been read and that he/she has full understanding and is in agreement with the contents.

## **8. Security.**

The City Website applies Security Measures to protect the loss, misuse and alteration of the information under the City's control. From time to time, Security Measures may be upgraded or otherwise modified to meet changing needs. While the City endeavors to keep secure all information it receives via the City Website, the City cannot guarantee the security of the information. The City may or may not have full control over Security Measures associated with its Social Media Accounts, and those Security Measures may be subject to control by fully independent service providers. While the City endeavors to keep secure all information it receives via Social Media, the City cannot guarantee the security of the information. Users should refer to the individual Social Media Platform's terms of use, privacy policy, and security policies for more information.

## **9. External Links and Social Links.**

- a. The City has a legitimate interest in limiting persons or organizations that might be linked to the City Website or be associated with the City's Social Media Presence(s). The City may exercise discretion to ensure that the links to these services are consistent with the purpose of this Policy, as set forth in Section 1. Neither the City Website nor the External Links listed on the City Website constitute a forum for expressive activity by members of the public. No City Social Media Account, City Social Media Presence, or any method of displaying information associated with a City Social Media Presence constitute a forum for expressive activity by members of the public; nor do the City's use or nonuse of Social Links constitute a forum for any expressive activity by members of the public. Information, Social Links, or External Links may be excluded from the City Website or City Social Media Presence where such additional material would create visual clutter, disorganization, or otherwise interfere, as determined at the sole discretion of the City, with the City's intended content.
- b. Each proposed External Link on the City Website or Social Link to a City Social Media Account shall be reviewed to determine its relevance and appropriateness to the purpose of the City Website or Social Media Presence. The Mayor or his or her designee shall review the merits of the proposed External Link or proposed Social Link based upon the stated purposes of this Policy, as set forth above in Section 1.e. A proposal for an External Link or proposed Social Link will not be denied based solely on the viewpoint espoused by the individual, entity, or the content of the External Website.

- c. The City Website and City Social Media Accounts will not provide External Links to websites or create Social Links with other persons or entities that:
  - i. promote or exhibit hateful ideas or content, unlawful discrimination, obscenity, pornography, libel, or defamation;
  - ii. have a primary purpose of furthering the agenda of a political organization or a candidate running for office (regardless of the political viewpoint), or defeating any candidate for elective office;
  - iii. violate any of the City's equal opportunity policies or nondiscrimination policies;
  - iv. consist of personal home pages operated by individuals; or
  - v. are used in whole or part as a public forum to facilitate a general debate, public discourse, or the free exchange of ideas.
- d. The City may provide External Links or Social Links to certain private commercial sites that maintain and display government-related information which fulfills the purposes of the City Website as set forth in Section 1, and which is not generally available through a governmental agency due to the cost of compiling, maintaining and/or displaying such information. To support the cost of compilation and maintenance of this information, these private commercial sites may include advertising or promotional material in the information display. Accordingly, External Links or Social Links to such sites which contain this information, but also display commercial advertising or promotional material, may be included within the City Website or Social Media Presence when the City Manager or his or her designee has made a good faith determination that:
  - i. the City's independent replication of the information targeted for linkage is infeasible due to financial or other considerations;
  - ii. no non-commercial site provides the information targeted for linkage; and,
  - iii. the information targeted for linkage greatly enhances the usefulness of the City Social Media Presence or the City Website and services it provides.
- e. The City reserves the right to determine whether, how and where External Links and/or Social Links will appear on the City Website.

## **10. Application for External Link or Social Link.**

To request the addition of an External Link to the City Website, or to create a Social Link between a City Social Media Account and a Social Media Account of another person or entity, the applicant shall send the relevant URL, address, website description and purpose, identity and contact information of the site owners and operators, and a brief statement as to how the proposed website or Social Media Association fulfills the

purpose of the City Website or Social Media Presence as set forth in Section 1. Contact information shall include name, phone number and email address sent to:

City of Tom Bean  
Attn: Mayor  
PO Box 659, Tom Bean, TX 75489

**11. Disclaimer of External Links and External Websites.**

- a. The information posted on the City Website includes hypertext External Links to information created and maintained by other public and/or private organizations. The City's Social Media Content may also include hypertext External Links or other information referring Users to non-City content. The City provides these links solely for the User's information and convenience.
- b. When the User selects an External Link to an External Website, the User leaves the City Website or City Social Media Content and is subject to the privacy and security policies of the owners/sponsors of the External Website.
- c. The City does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on an External Website accessed through the City Website or City Social Media Content by External Link.
- d. The City does not endorse or recommend any third-party website, product, service, view, or opinion, unless expressly noted.
- e. The City does not authorize the use of copyrighted materials contained on External Websites.
- f. The City is not responsible for transmissions from External Websites or Social Media Accounts held by any other person or entity.

**12. Final Decision.**

The decision to post or not post content and/or links on the City Website or via Social Media resides solely with the Mayor or his or her designee. The decision of the Mayor or his or her designee is final and binding. Under no circumstances will individuals or entities be entitled to compensation or damages in the event that the Mayor or his or her designee directs the City to include or exclude the content or link.

**13. Links to the City of Tom Bean's Website and Social Media Accounts.**

Advance permission to link to the City Website or Social Media Accounts is not necessary. However, the Mayor or his or her designee has complete discretion to accept or reject any Social Link, by use of a Social Media Platform feature or otherwise, between a City Social Media Presence and any other Social Media Account or website. No person is entitled to have a proposed Social Link and the decision of the Mayor (or



his or her designee) whether or not to accept any proposed association is final. The decision by the Mayor (or his or her designee) to accept or reject a proposed association or Social Link shall not constitute any comment by the City on any material, person, or entity referenced.

Any party linking to the City Website or Social Media Account should be aware that the site construction and subpages, whether maintained by the City or a service provider, may change at any time without notice. Individuals and entities linking to the City Website shall not capture pages within frames, present the City Website content as its own, or otherwise misrepresent the City Website's content or misinform Users about the origin or ownership of its content. Any link to the City Website should be a full forward link that passes the User's browser to the City Website unencumbered. The web browser's "back" button should return the User to the originating site if the User wishes to back out.

#### **14. Posting of Events.**

Information regarding community events may be posted on the City Website or broadcast using Social Media, so long as the posting of such information is consistent with the purposes set forth in Section 1, and meets any applicable criteria for External Links, as set forth in Section 9. While the Mayor or his or her designee may consider suggestions of events to post on the City Website or to communicate to the public via Social Media Platforms, the decision of the Mayor or his or her designee is final and binding.

#### **15. Accessibility.**

The City Website is intended to be accessible to people with disabilities. Requests for reasonable accommodations relating to equal access to communication, or other issues relating to City Website or City Social Media accessibility, should be directed to:

City of Tom Bean  
Attn: Mayor  
PO Box 659, Tom Bean, TX 75489

#### **16. No Warranty or Representation.**

The City's web server(s) are maintained to provide public access to City information via the Internet. The City's web services and the content of its web servers and databases are updated on a regular basis. While the City attempts to maintain the information contained within the City Website and associated with its Social Media Presences as accurate and timely, the City does not warrant or make representations or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, hyperlinks, and other items within Social Media content or its website, whether contained on its server or any other server. Materials on the City Website or published through Social Media Platforms have been compiled from a variety of sources, and are subject to change without notice from the City as a result of updates, corrections, and third party



provider modifications. The City may decide at any time to withdraw content from its website or terminate one or all of the Social Media Accounts it might establish under this Policy, and should it choose to do so, that content or information may not be readily available by other means. Any User seeking up-to-the-moment information, including but not limited to the content of the Code of Ordinances, City of Tom Bean, Texas, should contact the City Secretary.

The City disavows, and is not responsible for any sites, posts, opinions, or content not coordinated through and approved by the Mayor.

#### **17. Brands, Service Marks, Trademarks and Copyright.**

To the extent allowed by the Public Information Act and otherwise legally permissible, commercial use of web materials is prohibited without the written permission of the City. All brands, service marks, trademarks, and copyrighted material shown or referenced herein are the property of their respective owners. The City retains copyright on the City's brand, logo, trademark, seal, all text, graphic images, and other content, unless otherwise noted. No person or entity may use the City brand, logo, trademark, seal, or copyrighted material without approval of the City Council. No person or entity shall engage in any of the following conduct without written permission from the Mayor or his or her designee: (a) modify and/or use the text, images or other City Website content from a web server, (b) distribute the City's web content, and (c) "mirror" the City's information on a non-City server.

#### **18. Notice to the City.**

Communications through the City Website, by e-mail or otherwise, or communications employing Social Media shall in no way be deemed to constitute legal notice to the City of Tom Bean or any of its agencies, officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the City or any of its agencies, officers, employees, agents, or representatives. No communication through the City Website or by means of Social Media shall be deemed to constitute legal or official notice for any purpose.

#### **19. Errors, Omissions, Warranty, Damages.**

The City of Tom Bean is neither responsible nor liable for any viruses or other corruption or contamination of a User's system due to access of the City Website or Social Media Platforms used by the City, nor for any delays, inaccuracies, errors or omissions arising out of the User's access to said services or with respect to the material contained on the City Website or Social Media Accounts, including without limitation, any material posted on the City Website or within a City Mass Communication. The City Social Media Presence, the City Website, and all materials associated with either or both are distributed and transmitted "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. The City is not

responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, any Social Media Platform or access mechanism or the City Website and/or the materials contained on the City Website, whether the materials contained on the City Website or Social Media Platform are provided by the City of Tom Bean or a third party.

## **20. Indemnification.**

TO THE EXTENT PERMITTED BY APPLICABLE LAW, BY USING THE CITY WEBSITE AND/OR ACCESSING OR INTERFACING WITH CITY SOCIAL MEDIA ACCOUNTS, THE USER AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS THE CITY OF TOM BEAN, ITS AGENCIES, OFFICERS, EMPLOYEES, REPRESENTATIVES, AND AGENTS FROM AND AGAINST ALL CLAIMS AND EXPENSES, INCLUDING BUT NOT LIMITED TO ATTORNEY'S FEES, ARISING OUT OF THE USER'S USE OF SOCIAL MEDIA, OR ASSOCIATED WITH OR ATTRIBUTED TO THE CITY OR USE OF THE CITY WEBSITE OR MATERIALS AND INFORMATION CONTAINED ON THE CITY WEBSITE OR SOCIAL MEDIA PLATFORMS.

## **21. Lawful Conduct**

All personnel that engage in activities under this policy shall adhere to applicable federal, state and local laws, regulations and policies.

**RESOLUTION NO. 750**  
*(Social Media Policy)*

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF SHADY SHORES, DENTON COUNTY, TEXAS REGARDING ADOPTION OF A SOCIAL MEDIA POLICY.**

**WHEREAS**, the Town Council of the Town of Shady Shores, Denton County, Texas ("Town") has reviewed the facts and laws relevant to social media as utilized by the Town; and

**WHEREAS**, the Town has adopted a social media policy to follow both the law and the best practices for municipalities in employing the use of social media; and

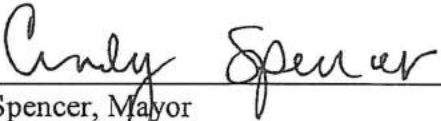
**WHEREAS**, the Town believes when properly used, the benefits of social media contacts are in the best interest of communication within the Town among its residents;

**NOW THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF SHADY SHORES, DENTON COUNTY, TEXAS AS FOLLOWS:**

The document attached hereto and incorporated herein for all purposes as Exhibit A shall henceforth be known as the Social Media Policy of the Town of Shady Shores, and it is, approved. All Town personnel, including boards and commission members, are directed to become familiar with the terms and provisions of the social media policy, and comply with its requirements.

**DULY RESOLVED** by the Town Council of the Town of Shady Shores, Denton County, Texas on this 6 day of Jan., 2014.

APPROVED:

  
Cindy Spencer, Mayor

ATTEST:

  
Sarah Swanson, Town Secretary

APPROVED AS TO FORM:

  
James E. Shepherd, Town Attorney

Exhibit A

## TOWN OF SHADY SHORES

### POLICY FOR SOCIAL MEDIA

#### POLICY

Social Media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include Facebook, YouTube, Twitter, Flickr, forums, message boards, mobile applications, blogs, email, etc.

In an effort to maintain the integrity of the Town, and to comply with the Texas Public Information Act and Texas Open Meetings Act as they pertain to Social Media, the Town of Shady Shores has established policies to help guide its employees, but also the Public who might post on the Town's social media sites, on the usage of Social Media. The purpose of this policy is to provide guidelines for:

- Procedures for establishing a social media page;
- Best practices and conduct by Town employees who will use social media venues;
- Town employees who use social media outlets off duty or on private time;
- Town employees who are authorized to use the internet for the purpose of updating a Town social media outlet.
- Members of Public who post on Town of Shady Shores' owned and operated social media sites.

This policy is applicable to all employees of the Town of Shady Shores. All employees must agree to abide by this policy as a condition of access and continued use of these resources.

The Town Council may create and maintain social media applications for the Town of Shady Shores. Such sites may meet one or both of the following purposes:

- To provide residents of the Town of Shady Shores information about town events, activities, and issues
- To inform people outside our community about the many positive qualities of Shady Shores.

#### PROCEDURE

**A. Creation and Control** The Mayor and/or the Town Council will coordinate with designated employee to implement and monitor the site(s). The Town Secretary is the designated employee to implement and monitor the site(s), under full direction by the Mayor and/or the Town Council. Sites that do not continue to meet the Town's intended goals and objectives may be removed at any time by the Mayor and/or the Town Council. The Mayor must be provided all login IDs and passwords and will maintain such list of all approved social media accounts, including login IDs and passwords.

#### **B. Code of Conduct for Employees Authorized to Maintain a Social Media Outlet**

This section applies to those authorized employees posting on behalf of the Town. Employees are liable for anything they post to social media sites.



1. **Ethical conduct:** Employees will act and conduct themselves according to the highest possible ethical standards. A summary of the key ethical standards for use of Social Media are listed below:
  - A. customer protection and respect are paramount;
  - B. employees will use every effort to keep interactions factual and accurate;
  - C. employees will strive for transparency and openness in interactions and will never seek to “spin” or “embellish” information;
  - D. employees will provide links to credible sources of information to support interactions, if needed;
  - E. employees will respect the established usage rules of the particular Social Media Venue utilized (e.g. Facebook’s user policy); and
  - F. employees will protect privacy and permissions.
2. **Authorized postings:** The Town’s designated social media monitor is responsible for content on the Town’s social media sites. Get the facts straight before posting. Review content for grammatical and spelling errors. Employees shall not knowingly communicate inaccurate or false information. All efforts should be made by employees to provide only verifiable facts – not unverifiable opinions. Do not commit the Town to any action or initiative unless you have prior authorization to do so.
3. **Do not post/comment about Town business on any social media site other than the Town social media pages:** The Town does not blog, or comment in any way, on non-Town associated social media pages or sites. All private/non-Town business, sent or received social media comments, made by employees on an external social media site shall be done off duty or on the employee’s own time, and without the use of Town equipment or resources. Employees making comments on external social media sites must not represent or portray themselves as a Town employee authorized to speak on behalf of the Town. This does not in any way prohibit employees from exercising their first amendment right to free speech.
4. **Private use of online media:** In general, employees should refrain from posting information, including written statements, photographs and videos, about the Town using their personal Social Media accounts. If you choose to do so, avoid any posting that might be interpreted as an official statement made on behalf of the Town, or that might compromise perceptions of your ability to do your job in an unbiased and professional manner. If on your personal Social Media site you have identified yourself, either through written statements, photographs or videos, as a Town employee and you choose to comment on social topics not related to the Town, then you should identify your views as your own and make clear that the views expressed are not those of the Town.
5. **Image and Reputation:** Remember that what’s posted online is open to the public (even if you consider it to be private). Personal and professional lives merge online. Town employees should recognize even though their comments may seem to be in their “private space,” their words can become direct extensions of the Town. Employees of the Town choosing to post information on publicly accessible media are expected to maintain a positive online image that is consistent with the goals and objectives of the Town. Employees may exercise their

first amendment right of freedom of speech, but may be subject to disciplinary action for posts that are unreasonably disruptive of the work place or that violate the Town's policies.

6. **Use of Town Logo or Images:** You may not use the Town logo or any other Town images or iconography on personal media sites. If you choose to post photographs or videos on personal media sites, you should not depict the Town logo, images or iconography, including images on clothing (e.g., Town uniforms), in a manner that could be interpreted as portraying an act or statement made on behalf of the Town in violation of this policy. You also may not use the Town name, logo, images or iconography to promote a product, cause, or political party or candidate.
7. **Think twice before posting:** Privacy does not exist in the world of Social Media. Consider what could happen if a post becomes widely known and how that would reflect on the poster and the City of Richardson. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a public meeting, at a conference or to a member of the media, consider whether you should post it online. In all instances, ensure your profile and related content is consistent with how you wish to present yourself as a City professional, appropriate with the public trust associated with your position, and conforms to existing ethical standards. In addition, there are many reasons to connect with people online, but consider whom you "friend" on sites like Facebook or "follow" on Twitter. You may believe that online "friends" are different from other friends in your life, but the public may not always see it that way.
8. **Remember your audience:** Be aware a presence in the social media world is, or easily can be, made available to the public at large. This includes residents, prospective residents, visitors, current employees and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, offend, harm, or provoke any of these individuals or groups.
9. **Have a plan:** In order for a social media venue to be successful and relevant to users, it must contain current and up-to-date postings that reflect the nature and business of the specific department within the City. It is understood that some of the social media venues of the City may be seasonal in nature, and that daily postings may become periodic or taper off entirely during non-peak times. While there is no set timeline on the frequency of when a department should post or how often, employees must recognize that as a seasonal event/festival draws closer the frequency of postings will increase and the responsibility to post relevant information will become a necessity.

### **C: Copyright Protection and Data Management**

1. **Confidentiality:** Employees must protect all Town information that is considered to be non-public in nature in accordance with the Texas Public Information Act or other applicable law. Employees who share or disclose information that is confidential information under the Texas Public Information Act or other applicable law are subject to disciplinary action including termination. Examples include the sharing of private information such as: addresses, phone numbers, etc.
2. **Data records maintenance:** Posted social media on behalf of the Town is subject to the Texas State Library and Archives Commission applicable schedules for retention.

3. **Copyright infringement:** When posting, be mindful and respectful of the copyright and intellectual property rights of others and the Town.
4. **Photography:** Photographs posted on social media easily can be appropriated by visitors. Image postings should be at 72-dpi and approximately 800x600 resolution to protect the Town's intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

#### **D. Public Terms of Use**

Persons may be permanently excluded from Town social media pages if acting contrary to these rules. Persons who repeatedly break rules will receive a warning prior to removal.

1. Advertising or promotional announcements are not permitted.
2. Persons writing more than 250 characters may be asked to rewrite.
3. Anyone using profane language or posting any information that could be considered disrespectful dialogue will be asked to reword their post and it will be deleted.
4. Comments must not be in support of or opposition to political campaigns or ballot measures; Postings for electoral campaign purposes will not be published.
5. Content will be removed 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;
6. Sexual content or links to sexual content is not permitted.
7. Conduct or encouragement of illegal activity if not permitted.
8. Posted content must be relevant to Shady Shores.
9. Users are encouraged not to provide personally identifiable information within your comment.
10. No attacks on individual character will be permitted.
11. You are legally responsible for what you write, and it must not breach any law, confidentiality or copyright. Because you are responsible for your statements, be careful about exaggeration, innuendo, etc.
12. Any pictures posted will be related to the Town of Shady Shores.

The Town reserves the right to restrict or remove any content deemed in violation of the terms outlined in this policy. Any content removed based on these guidelines will be retained, including the time, date and identity of the poster when available.

To keep our page specific to news information and inquiries about the Town of Shady Shores, please understand that non-profit messages, bake sales, T-shirt sales and the like may be removed as they are not news from the Town of Shady Shores.

The Town of Shady Shores reserves the right to update these terms of use.



## **Social Media Policy**

### **December 2020**

#### Introduction

The City of Newark ("City") understands that many of its employees use social media to share their life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Given the multitude of concerns (legal, political, and ethical) raised by social media (including, but not limited to, Facebook, Instagram, Snapchat, LinkedIn, Twitter, etc.) this Social Media Policy ("Policy") establishes prudent and acceptable practices regarding City officials and employees (personnel) use of the internet.

#### Purpose

The City has a legitimate government interest in effective, efficient, and consistent communications with the public. The City also strives to have a productive workplace. Certain activities on the part of its personnel or officials may become a problem if such activities could:

- (a) impair the work of any City official or employee;
- (b) create a harassing, demeaning, or hostile work environment;
- (c) disrupt the smooth and orderly flow of work;
- (d) or harm the goodwill and reputation of the City among its citizens or in the community.

For these reasons, the City reminds its personnel that the following guidelines apply in their use of social media, while both on and off duty. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved.

#### Disclaimer

(a) Under this Policy, the City disavows, and is not responsible for any sites, posts, opinions, or content not coordinated through and approved by the Mayor.

(b) If City personnel posts data purporting to be on behalf of the City while using a social media site without the prior approval of the Mayor, the City is not responsible for said posted content, such content is not to be construed as reflecting the views or opinions of the Mayor, City Council or City Staff, and such action may be grounds for disciplinary action.

(c) The absence of explicit reference herein to a particular site does not limit the extent of the application of this Policy. If any City personnel is uncertain, he/she must consult their supervisor before proceeding.



(d) Any posts by the Mayor, City Council or City Staff containing views or opinions on social media sites does not constitute the City's official policy, unless already ratified by the city council as a whole; nor should any comments be constructed as any formal action on any matter that may be discussed.

#### General Guidelines

(a) While on duty, the use of City equipment or internet service by personnel must be limited to work-related tasks. Social media activities shall never interfere with work commitments.

(b) It shall be a Policy violation for any City personnel to post online content as a representative of the City, or on the City's behalf without the Mayor's prior approval.

(c) All City personnel posting City-related issues online, but not as an approved representative of the City or on the City's behalf, shall explicitly clarify they are speaking for themselves and not on behalf of the City by displaying the following disclaimer: "This is my own opinion and not necessarily the opinion or position held by the City or City Council."

#### Guidelines for Official City Sites

(a) All City-sanctioned social media sites shall be maintained by the Mayor or his/her designee. Any content to be posted on City-sanctioned social media sites must meet the approval of the Mayor before it is posted.

(b) All personnel that engage in social media activities and/or visit any City-sanctioned social media site on the City's behalf shall adhere to applicable federal, state and local laws, regulations and policies, including the Texas Public Information Act and the records retention schedule. All content must be managed, stored, and retrieved to comply with these laws.

(c) Any personnel that posts online content as a representative of the City, or on the City's behalf shall clearly state within said post that said content is subject to all applicable records retention and public disclosure laws. All City-sanctioned social media sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to records retention and public disclosure.

(d) Any content posted as representative of the City, or content posted to a City-sanctioned social media site containing any of the following is prohibited:

- (1) Comments not topically related to the particular site or blog article being commented upon;
- (2) Profane language or content;
- (3) 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;
- (4) Sexual content or links to sexual content;
- (5) Conduct or encouragement of illegal activity;
- (6) Information that may tend to compromise the safety or security of the public or public systems;
- (7) Content that violates a legal ownership interest of any other party;

(8) Information that is incorrect or misleading;

(9) Information that is in conflict with an approved City policy, ordinance, directive, or plan; and/or

(10) anything else that creates a disruption in the workplace.

(e) Content submitted for posting on a City-sanctioned social media site that is deemed unsuitable for posting by the Mayor because it violates criteria in the preceding item (Item 4, immediately above) of this Policy, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed unsuitable for posting.

(f) Any hyperlinks posted on a City-sanctioned social media site shall be accompanied by the following disclaimer: "The City guarantees neither the authenticity, accuracy, appropriateness nor security of the link, website, or content linked thereto."

(g) Personnel found in violation of this Policy may be subject to disciplinary action, up to and including termination of employment.

(h) Any content posted as representative of the City, or content posted to a City-sanctioned social media site is owned by the City and is subject to the Public Information Act and the record retention schedule.

#### Elected and Appointed Officials - Personal Social Media Sites

Elected and appointed officials may maintain personal social media sites but should maintain transparency that the Elected or Appointed Officials' site is a personal site and views or opinions expressed on the personal site are not necessarily reflective of the policy of the City.

Elected and appointed officials should be aware that information posted to their personal social media sites that pertains to official City business may be considered public information subject to the Public Information Act. In doing so, the elected or appointed official may become a temporary custodian of the City's public information. The Public Information Act makes the temporary custodian responsible for either turning over the public information to the City Secretary, forwarding the public information to an official City account (i.e. email), and/or preserving the public information for the duration of the retention period. Please contact the City Secretary for more information on the applicable retention schedule.

Elected and appointed officials should respond to a request for public information from the City Secretary or the City Secretary's designee within three business days.

Questions regarding the application of the Texas Open Meeting Act or Texas Public Information Act to content posted, created or shared via an Elected or Appointed Official's personal social media site should be directed to the City Secretary and/or City Attorney.

If you have specific questions regarding this policy, please contact your immediate supervisor or the City Secretary's Office.