

## Social Media Participation Policy City Employees

### 1. Purpose

The City of Leander (City) uses social media to send and receive messages about city announcements, services and related programs with community stakeholders, including employees, vendors, citizens, media and other members of the public. See Exhibit A for a list of social media pages managed by the City.

The intent of this policy is to provide clear and concise guidelines for social media use. Anyone who participates in social media on behalf of the City should understand and follow approved guidelines and policies, which are subject to change as new technology and networking tools emerge.

This policy applies to any current or proposed social media websites or accounts created by City employees within the scope of their employment, and on which the public is encouraged to interact with the City.

The primary benefits of social media use by the City include:

- Engage in one-on-one communication with Leander residents and stakeholders.
- Promote city government programs and services in a timely manner.
- Respond to public questions or concerns in a timely manner.
- Expand and target media reach to a diverse set of community audiences.

### 2. Use by City Employees

- a. You must adhere to applicable federal, state and local regulations while managing content on a City social media account, including those specific to computer use, electronic communications, workplace behavior, professionalism, records management, and all other applicable City policies and procedures.
- b. You are responsible for content you author or publish from a City social media account.
- c. The City Secretary and Public Information Officer are responsible for the archival and retention of content published from a City social media account in accordance with the Texas Public Information Act.
- d. This policy does not extend to personal social media accounts managed by you. However, you may be subject to corrective action for violating City policies and procedures by publishing content that could negatively affect public confidence in either City operations or your capacity to serve as a City employee.
- e. While connections to City social media accounts from your personal accounts are permitted, the content of personal accounts should not be published in such a way as to cause users to believe the content is administered or endorsed by the City, including unauthorized use of City logos and trademarks.

### 3. Prohibited Activity

You are not permitted to:

- a. Create a social media page representing the City or one of its departments, affiliates, boards or committees unless authorized by the City Manager and Public Information Officer in writing.
- b. Link City contact information to a personal social media account (i.e. City addresses, names, phone numbers, emails) unless authorized by the City Manager or Public Information Officer in writing.
- c. Use personal social media accounts while at work when it violates the City's code of conduct policy or any other City policies or procedures, or if it involves unlawful or unauthorized commercial, political or other prohibited activities.
- d. Publish content on a City social media account that contains any of the following:
  - 1) Misleading or derogatory information about the City or its employees, officials, policies or procedures.
  - 2) Actual or potential claims and litigation involving the government.
  - 3) Known copyrighted work or intellectual property of others without written permission.
  - 4) Personal, sensitive or confidential information.
  - 5) Pornography or any sexually explicit content or comments.
  - 6) Racist, sexist or disparaging language about any ethnic, religious or social group.
  - 7) Threatening, harassing or defamatory comments.
  - 8) Political campaign materials or comments.
  - 9) Information that is not public in nature.
  - 10) Content that violates applicable City policies and procedures and/or other laws (i.e. discrimination, harassment, sexual harassment, hostile work environment, retaliation, ethics, professional work environment, copyright, etc.)
- e. Administrators of City social media accounts intended for public access and comments are prohibited from blocking users of those accounts except under limited circumstances as defined by Section 4.c. of this document.

### 4. Public Comments

- a. City social media accounts are intended for public access and comments and considered to be limited forums where the public may comment on content posted by representatives of the City.
- b. All public comments on City social media accounts will be monitored.
- c. City social media account administrators reserve the right to remove public comments if they contain any of the following prohibited content:
  - 1) Vulgar, physically threatening or harassing language.

- 2) Content that promotes, fosters, or perpetuates discrimination on the basis of race, religion, gender, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, source of income or other protected status under applicable law.
  - 3) Inappropriate sexual content or similar links.
  - 4) Private or otherwise confidential information.
  - 5) Content that promotes illegal activity or encouragement of actions that may compromise public safety.
  - 6) Content that violates a legal ownership interest of any other party.
  - 7) Comments not topically related to the original article or post.
  - 8) Organized political activity, or comments in support of or opposition to political candidates, campaigns or ballot measures.
  - 9) Promoting or advertising a commercial transaction, organization or event that is not sponsored or in direct relationship with the City.
  - 10) Information that may compromise safety or security of the public or public systems.
- d. All questions or other requests from news media should be directed to the Public Information Officer.
  - e. In the case of identical or similar posts on a topic, the first submission will be used.
  - f. Anonymous postings are prohibited. Commenters should use their full names when applicable and may be contacted to verify authenticity.
  - g. Communications made from any social media platform will in no way constitute a legal or official notice or comment to the City or any City official for any purpose. City social media accounts are in no way meant to replace or circumvent existing City processes and procedures. For example, a comment that asks for public records will not be considered an official request unless sent through the proper channels and processes (i.e. by a direct email or website form submission).

## 5. General Guidelines

- a. Be transparent – Your honesty will be quickly noticed in the social media environment. If you are blogging about your work, use your real name and identify that you work for (or on behalf of) the City of Leander. And be clear about your role. If you have a vested interest in something, be the first to point it out.
- b. Be judicious – Make sure your efforts to be transparent do not violate any applicable legal guidelines for external communication. Get permission to publish or report on conversations that are meant to be private or internal to the City or any other public entities. What is published is widely accessible, not easily retractable, and will be around for a long time, so consider the content carefully. Also, be aware that the social media account and anything published on that social media account may be subject to the Public Information Act.
- c. Be knowledgeable – Write in first-person and make sure to stick to your areas of expertise, especially related to the City and your assignments. If you are writing about a topic that the City is involved with, but you are not an expert on the topic, you should make this clear to your readers. If you publish to a website outside of the City, please use a disclaimer such as: “The comments on this site are my own and do not

necessarily represent City of Leander statements or opinions.” If you have any questions about complying with brand, trademark, copyright, fair use, confidentiality, or financial disclosure laws, see a City legal representative.

- d. Be perceptive – In online social networks, the lines between public and private, personal and professional are often blurred. By identifying yourself as an official of the City, you are creating perceptions about your expertise and the City. Be sure that all content associated with you is consistent with your work and with the City’s values and professional standards.
- e. Be conversational – Talk to your readers like you would talk to people in professional situations. Avoid overly “composed” language. Bring in your own personality and say what is on your mind. Consider content that is open-ended and invites response. Encourage comments. Broaden the conversation by citing others who are commenting about the same topic and allow your content to be shared.
- f. Be excited – The City is making important contributions to the community, state and nation, as well as to public dialogue on a broad range of issues. Our activities are focused on providing services and innovation that benefits citizens and stakeholders. Share what Leander is learning and doing, and open up social media channels to learn from others.
- g. Be valuable – There is a lot of written content in the social media environment. The best way to reach an audience is to write about things that they value. Social communication from the City should help citizens, partners and families. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand the City better, then it is adding value.
- h. Be responsible – What you write is ultimately your responsibility. Pause. If you are about to publish something that makes you even the slightest bit uncomfortable, do not publish. Take a minute to review these guidelines and determine what is bothering you, and then fix it. If you are still unsure, you might want to check with a City public information officer, department head or legal representative. Ultimately, what you publish is yours, but so is the responsibility and potential consequence.
- i. Mistakes happen – If you make a mistake, admit it. Be upfront and quick with your correction. If you are posting to a blog, you could choose to modify an earlier post. Make it clear that you have done so.

## 6. Records Retention

- a. City social media accounts may create public records. Any content (messages, posts, photographs, videos, etc.) created or received using a social media account may be considered a record.
- b. Social media content administered by City employees and intended for public access and comments will follow a minimum retention period of two years, as established by the Texas State Library and Archives Commission.

- c. When applicable, the City will use a software-assisted social media capture tool to obtain and archive an authentic copy of monitored content.

## 7. Definitions

For the purposes of this policy, unless otherwise stated, the following definitions apply:

- a. Comment – a message posted by site visitors, either in response to an existing topic or introducing a new topic. In general, the content of comments is controlled solely by the user, but often can be deleted, accepted or rejected prior to publishing by the site or page administrator.
- b. Connections – Any deliberate links between a user and a social media channel or page, whether it is initiated by the individual or by the site moderator. Terms used by various sites to describe a connection include friend, fan, follower or subscriber.
- c. Employee – Any individual who performs services for the City of Leander. This may include, but is not limited to, full- or part-time staff and interns.
- d. Limited forum – a public forum created by the government voluntarily for expressive activity that may be restricted as to subject matter or class of speaker. Forum restrictions must be able to withstand strict judicial scrutiny of its effect on First Amendment rights.
- e. Post – In relation to social media accounts or online activity, anything published in an online forum or social media account.
- f. Social media – Internet based third-party platforms that facilitate interaction and engagement among individuals in a network or virtual community. Social media offers a participatory environment and includes user-generated content such as videos, photos, videos, blogs, and wikis.

## 8. Violation of Policy

- a. The City of Leander reserves the right to restrict or remove any content deemed in violation of the terms of this policy.
- b. Any content removed based on these guidelines will attempt to be retained, including the time, date and identity of content and authors when possible.
- c. Employees determined to have violated these terms of use may be subject to corrective action up to and including termination.

## 9. Policy Updates

The City of Leander reserves the right to update these terms of use at any time.

## Exhibit A

### City Social Media Accounts

#### Facebook

Facebook is a social networking website that is privately owned and managed. Permitted users age 13 or older can add friends, send direct messages, join closed or open groups, author posts, and comment on posts shared by other users. City accounts on Facebook include:

<u>Page</u> ( <a href="https://facebook.com/...">https://facebook.com/...</a> )	<u>Author</u>
<a href="#">CityofLeander</a>	PIO
<a href="#">leandertxpd</a>	Police Department
<a href="#">LeanderFire</a>	Fire Department
<a href="#">LeanderParksandRecreation</a>	Parks and Recreation Department
<a href="#">leanderlibrary</a>	Leander Public Library

Purpose – The City’s presence on Facebook helps build a strong social connection with citizens by promoting city activities and allowing comments on community issues.

#### Twitter

Twitter is a free social networking and microblogging service that enables its users to send and read messages (tweets) in the platform. All users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications, and senders can restrict delivery of tweets to certain followers. City accounts on Twitter include:

<u>Page</u> ( <a href="https://twitter.com/...">https://twitter.com/...</a> )	<u>Author</u>
<a href="#">CityofLeander</a>	Public Information Officer
<a href="#">Leander_Police</a>	Police Department staff
<a href="#">Leander_Fire</a>	Fire Department staff
<a href="#">LeanderPARD</a>	Parks and Recreation Department staff

Purpose – Twitter provides an opportunity for direct and immediate two-way communication with citizens, which helps encourage public interaction (media inquiries via twitter should be directed to the Public Information Officer). Twitter is governed by its own privacy policy and terms of service.

#### Other Accounts

City employees manage other social media content used to share or maintain other types of media like videos and photos, or to respond to specific geographic sectors of the community. Other City accounts on social media include:

<u>Account</u>	<u>Page</u>	<u>Author</u>	<u>Uses</u>
Flickr	<a href="https://www.flickr.com/photos/leandertx/">https://www.flickr.com/photos/leandertx/</a>	PIO	shared photos
Instagram	<a href="https://www.instagram.com/cityofleander">https://www.instagram.com/cityofleander</a>	PIO	shared photos
Nextdoor	<a href="https://nextdoor.com/pages/city-of-leander-1">https://nextdoor.com/pages/city-of-leander-1</a>	PIO	geo-targeted messages
YouTube	<a href="http://bit.ly/2ytfp2Y">http://bit.ly/2ytfp2Y</a>	PIO	shared videos

Purpose – These accounts are used in conjunction with Facebook, Twitter and the City website to incorporate multimedia applications, as well as implement geo-targeted messages to certain community areas or neighborhoods.