

Administrative Order

City of University Park, Texas

Number: TECH-9

Date: May 1, 2013

Updated: October 16, 2024

Subject: SOCIAL MEDIA NETWORKING

POLICY

An employee's use of social media, both on and off duty must not interfere with or conflict with the employee's duties or job performance, reflect negatively on the City or violate any City policy. The intent of these standards is to regulate the creation and distribution of information concerning the City, its employees and citizens through electronic media, including, but not limited to online forums, instant messaging and internet social media and blogging sites. The intent of this policy is to protect the City's reputation and ensure employee communication through social media networking not only reflects positively on the employee, but also on the City.

Personal use of the Internet is a privilege and carries responsibilities requiring responsible and ethical use. The City may monitor an employee's access, use, and postings to the internet to ensure compliance with internal policies, as part of internal investigations, management of information systems, and for all other lawful purposes. The City expects all employees to follow the guidelines below when posting information on the internet, regardless of the timing of posts (during or after work hours). This policy encompasses: X (formerly Twitter), Facebook, LinkedIn, Instagram, Snapchat, blogs, and other online journals and diaries; bulletin boards and chat rooms, microblogging and all other social media networking sites, instant messaging and the posting of video on YouTube and similar media, as well as City-operated networks.

This policy should be read and interpreted in conjunction with other City policies, including but not limited to, policies prohibiting harassment, discrimination, offensive conduct or inappropriate behavior and the City's Internet and E-mail Use policy. Violations of the City's Social Networking Policy may lead to disciplinary action. The City provides an effective process for addressing concerns and complaints through the Administrative Orders and employees are encouraged to follow the policies in effort to resolve issues instead of posting on social media about workplace concerns.

EMPLOYEE GUIDELINES

- Any blogging or posting information on the Internet, must comply with the City's guidelines (as listed below), regardless of when or where the blogging or posting is done.
- Blogging, or posting information of a personal nature on the internet, is prohibited during work hours. Employees are not permitted to engage in social media networking for personal use while using any of the city's electronic resources.
- Never disclose any confidential information concerning another employee of the City in a blog or other posting to the internet. Posting of confidential information

may violate state law and subject the user to criminal penalty. All requests for City documents must be processed through the Public Information Act.

- Employees must abide by all federal and state law and policies of the City with regard to information sent through the internet.
- If the employee's social media networking includes any information related to the City, the employee must make it clear to the readers that the views expressed are the employee's alone and not reflective of the views of the City.
- No use of X (formerly Twitter), Facebook, LinkedIn, blogs, and/or other online journals and diaries; bulletin boards and chat rooms, microblogging and all other social networking sites, instant messaging and the posting of video on YouTube and similar media on City-operated networks or devices are considered private or confidential, even if password protected or otherwise restricted. The City reserves the rights to access, intercept, monitor and review all information accessed, posted, sent, stored, printed or received through its communications systems or equipment at any time.
- Employees are encouraged to act responsibly on and off duty, and to exercise good judgment when using social media.
- Respect co-workers and the City. Do not put anything on your blog or post any information and/or pictures on the internet that may defame, embarrass, insult, demean or damage the reputation of the City or any of its employees.
- Do not put anything in your blog or post any information and/or pictures that may constitute violation of the City's Harassment policy. Do not post any pornographic pictures of any type that could identify you as an employee of the City.
- Do not post pictures of yourself or others containing images of City uniforms or insignia, City logos, City equipment or City work sites, unless you are posting them on the City official website as part of your job duties.
- Do not post information on the internet that could adversely impact the City and/or an employee of the City.
- Do not permit or fail to remove postings violating this policy, even when placed by others, on the employee's blog. Recognize that postings, even if done off premises and while off duty, could have an adverse effect on the City's legitimate business interests.
- Individual supervisors do not have the authority to make exceptions to this policy.

FACEBOOK, X (Formerly Twitter), INSTAGRAM, NEXTDOOR, YOUTUBE USE FOR CITY BUSINESS

The City of University Park encourages the use of social media to further the goals of the City and the missions of its departments and divisions where appropriate. It also supports the use of social media to reach broader audiences and to strengthen the connection between City government and the community. Accordingly, the City uses Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn and Nextdoor to distribute information, photos and videos that are relevant, timely and informative.

Whenever possible, links should direct 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 University Park.

Only designated City employees will be allowed to post or distribute information on the City's Facebook, X (formerly) Twitter, Instagram, Nextdoor, LinkedIn, and YouTube accounts. Department Directors will approve designated employees. The City's Director of Communications and Marketing/Community Information Officer will monitor content of each social media site to ensure adherence to appropriate use, message and branding consistency as outlined in the City's Social Networking Policies. The Director of Communications and Marketing/Community Information Officer will notify the City Manager, Director of Information Services and appropriate Department Directors in the event of possible misuse of any of the City's Facebook, Twitter, Instagram, LinkedIn, Nextdoor or YouTube accounts.

- **Facebook** posts should contain information that is of interest to residents and other City audiences and partners including but not limited to:
 - Event and meeting announcements and reminders
 - Updates on issues such as ordinances or actions by the City Council
 - Road construction and repairs, traffic detours
 - Photos of community events and City projects
 - Emergency information

Whenever possible, links to more information should direct users back to the City's official website for more information, forms, documents or online services necessary to conduct business with the City of University Park.

- **X (formerly Twitter)** use should serve three primary purposes:
 - Get emergency information out quickly
 - Post road construction and repairs, traffic detours
 - Refer followers to content hosted on the City's website

All City employees who distribute information by on X (formerly Twitter) shall ensure that information is posted correctly. X does not allow for content editing.

- **Instagram** content should:
 - Generate interest about City events
 - Promote City facilities or services
 - Illustrate the beauty of University Park and its neighborhoods
 - Get information out quickly

- **Nextdoor** postings should:
 - Get information out quickly
 - Include road construction and repairs, traffic detours
 - Promote City-sponsored events
 - Refer followers to content hosted on the City's website or Facebook pages
- **YouTube** postings should:
 - Promote and recap City-sponsored events
 - Illustrate the beauty of University Park and its neighborhoods
 - Highlight various projects taking place around the City
 - Include instructional videos for residents
- **LinkedIn** postings should:
 - Highlight accomplishments of City employees and departments
 - Promote job postings
 - Showcase employee culture

CORRECTIONS

Erroneous information, either posted or distributed, needs to be corrected as quickly as possible. Serious errors need to be brought to the attention of Department Directors or the Director of Communications and Marketing/Community Information Officer.

USER COMMENTS

Users and visitors to City social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communications between City departments and the public. Posted comments will be monitored and the City reserves the right to remove comments that are direct violations of the First Amendment including:

- Comments not related to the post for which they are made
- Solicitations of commerce
- Sexual content or links to sexual content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership of any other party

COMMUNITY INFORMATION GROUP

The City's Community Information Group (CIG) will assist the City's Director of Communications and Marketing/Community Information Officer in the review of content on all communications platforms to help maintain consistent messaging. CIG is comprised of City staff from across the organization, specifically those who are involved in the distribution of materials to various City audiences and partners. CIG will also assist the organization by helping to define strategies and tactics for engagement using Social Media.

COVERED APPLICATIONS

Pursuant to Senate Bill 1893, governmental entities, as defined below, must establish a covered applications policy:

- A department, commission, board, office, or other agency that is in the executive or legislative branch of state government and that was created by the constitution or a statute, including an institution of higher education as defined by Education Code Section 61.003.
- The supreme court, the court of criminal appeals, a court of appeals, a district court, or the Texas Judicial Council or another agency in the judicial branch of state government.
- A political subdivision of this state, including a municipality, county, or special purpose district.

This policy applies to all City of University Park full- and part-time employees, contractors, paid or unpaid interns, and other users of government networks. All University Park employees are responsible for complying with this policy.

A covered application is:

The social media service TikTok or any successor application or service developed or provided by ByteDance Limited, or an entity owned by ByteDance Limited.

A social media application or service specified by proclamation of the governor under Government Code Section 620.005.

Covered Applications on Government-Owned or Leased Devices

Except where approved exceptions apply, the use or installation of covered applications is prohibited on all government-owned or -leased devices, including cell phones, tablets, desktop and laptop computers, and other internet-capable devices.

The City of University Park will identify, track, and manage all government-owned or -leased devices including mobile phones, tablets, laptops, desktop computers, or any other internet-capable devices to:

- a. Prohibit the installation of a covered application.
- b. Prohibit the use of a covered application.
- c. Remove a covered application from a government-owned or -leased device that was on the device prior to the passage of S.B. 1893 (88th Leg, R.S.).
- d. Remove an application from a government-owned or -leased device if the Governor issues a proclamation identifying it as a covered application.

The City of University Park will manage all government-owned or leased mobile devices by implementing the security measures listed below:

- a. Restrict access to “app stores” or unauthorized software repositories to prevent the installation of unauthorized applications.
- b. Maintain the ability to remotely wipe non-compliant or compromised mobile devices.
- c. Maintain the ability to remotely uninstall unauthorized software from mobile devices.
- d. Block unauthorized software from the City’s network.

This Social Media Networking Policy may be revised at any time. The Covered Applications portion will be updated as the Governor proclaims additional covered applications subject to this policy.