

Administrative Order

City of University Park, Texas

Number: TECH-9

Date: May 1, 2013

Updated: July 16, 2018

Subject: SOCIAL 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. Protecting the City's reputation and ensuring that an employee's communication with people outside the City, not only reflects positively on the employee as an individual, 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, including from personal computers, to ensure compliance with internal policies, support the performance of internal investigations, assist 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 if done during or after work hours. This policy encompasses: wikis, tweets and twitter, Facebook, MySpace, LinkedIn, Instagram, blogs, and 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, 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 system for employee complaints "off-line" through the Misconduct policy without resorting to social media.

EMPLOYEE GUIDELINES

- Any blogging or posting information on the Internet, must comply with the City's guidelines (as listed below), regardless of 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 networking 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.
- Any social media presence on behalf of the City or representing any City department must be requested by the associated department director and authorized by the City Manager or the Director of Information Services. The requesting department director shall be directly responsible for all content appearing on the requested social media sites.
- If the employee's social 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 wikipedia, tweets and twittering, Facebook, MySpace, 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, as well as City-operated networks is 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 these guidelines.

FACEBOOK, TWITTER, INSTAGRAM, NEXTDOOR USE

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, Twitter, Instagram and Nextdoor to distribute information and photos 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, Twitter and Instagram accounts. Department Directors will approve designated employees. The City's Director of Communications and Marketing 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 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 or Nextdoor 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.

- **Twitter** use should serve three primary purposes:
 - Get emergency information out quickly
 - Promote City-sponsored events
 - Refer followers to content hosted on the City's website or Facebook pages

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

- **Instagram** photos should:
 - Generate interest about City events
 - Promote City facilities or services
 - Illustrate the beauty of University Park and its neighborhoods.

- **Nextdoor** postings should serve three primary purposes:
 - Get information out quickly
 - Promote City-sponsored events
 - Refer followers to content hosted on the City's website or Facebook pages

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.

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 inappropriate comments including:

- Comments not related to the post for which they are made
- Profane language or content
- 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 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 helping to define strategies and tactics for engagement using Social Media.

This Social Media Policy may be revised at any time.

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Robbie Corder, City Manager
July 16, 2018