

**ADMINISTRATIVE POLICY NO. 2018-04**

DISTRIBUTION: All Departments

SUBJECT: **Management of City's Social Media Accounts Policy**

**1.0 PURPOSE**

- 1.1 The City of Plainview (the City), in an ongoing effort to maintain effective communication and transparency with community members (employees, vendors, citizens and other members of the public), uses social media outlets as a way to deliver information about the City's mission, programs, services and brand identity.
- 1.2 The purpose of this policy is to provide prudent management of the City's social media accounts and reduce or eliminate the associated risks of leaks of proprietary or other protected or confidential information, misrepresentation and propagation of rumors.
- 1.3 The policy sets guidelines for use of social media to ensure timely, accurate and appropriate use of those outlets to deliver clear, concise and consistent messages on behalf of the City and to establish standards and expectations, use among employees and others covered by this policy.
- 1.4 This policy applies to any pre-existing or proposed City of Plainview social media web sites and online accounts created by authorized City employees during the course and scope of their employment and terms by which the public is encouraged to interact with the City in social media.
- 1.5 The policy applies to all City officials, employees and volunteers.

**2.0 BENEFITS AND PURPOSES OF SOCIAL MEDIA:**

- 2.1 Promote transparency of City government and services.
- 2.2 Provide timely information to all audiences.
- 2.3 Establish one-on-one connection with residents and person interested in Plainview.
- 2.4 Send time-sensitive information to residents and media quickly.
- 2.5 Create additional marketing/promotional channel to increase awareness of City messages.
- 2.6 Reach additional demographics and audiences.

### 3.0 SOCIAL MEDIA IN USE BY THE CITY:

- 3.1 The social media sites listed below are the ones currently in operation (as of policy adoption date or as later amended):

Facebook

<https://www.facebook.com/CityofPlainviewTX>  
<https://www.facebook.com/Main-Street-Plainview-Texas-822778481081077/>  
<https://www.facebook.com/Unger-Memorial-Library-268554236596975/>  
<https://www.facebook.com/fairtheatre/>  
<https://www.facebook.com/cityofplainviewhealth/>

Twitter

<https://twitter.com/PlainviewTX>  
<https://twitter.com/PlvMainSt>

YouTube

[https://www.youtube.com/channel/UCpAleblGD3\\_M32rGikQDv4w](https://www.youtube.com/channel/UCpAleblGD3_M32rGikQDv4w)

RSS (Really Simple Syndication Feed)  
<http://www.plainviewtx.org/rss.aspx#rssCivicAlerts>

- 3.2 The addition and/or removal of sites must be approved by the designee (Main Street Manager or City Manager hereby referred to as designee).
- 3.3 Rogue accounts are social media account not approved by the designee as officially representing the City of Plainview and will be removed.

### 4.0 EMPLOYEE USE:

- 4.1 All City social media accounts will be setup by the designee to ensure consistency of City brand and messaging. All postings by Employees on these official accounts must support the City's mission, integrity and reputation.
- 4.2 Messaging on the City's social media accounts must be posted by employees approved by the designee. The City will typically only use one social media account per platform, unless exceptions are made (i.e. Main Street and Library) and approved by the designee.
- 4.3 The City social media postings by departments are subject to approval and editing by the designee.
- 4.4 The designee will maintain a master list of social media tools which are approved for use by City departments and staff and the login and password information for any pages owned by the City of Plainview.

- 4.5 Employees are responsible for any content they publish in any City social media account.
- 4.6 City Social media postings must be in accordance with the City Personnel Policy.
- 4.7 Employees with access to City social media accounts must change the password every six (6) months and ensure that passwords are shared with the designee.
- 4.8 Authorized employees must adhere to applicable federal, state and local laws, regulations and policies; including all policies pertaining to the use of computers, electronic communications, respectful workplace, City Record Management policies, proper business etiquette and any other applicable City policy or procedure.

## **5.0 PUBLIC COMMENT POLICY:**

- 5.1 The public may share thoughts on City social media sites as they relate to the topics being discussed, and the topics shall be limited to City of Plainview programs, policies, and services. Persons may be excluded from City social media pages if acting contrary to these rules:
  - A. Posted content must be relevant to the City of Plainview municipal business.
  - B. Advertising or promotional announcements are not permitted.
  - C. Any comment using profane language or posting any information that could be obscene, harassing, libelous, defamatory or slanderous or attacks on individual character will not be allowed.
  - D. Comments must not be in support of or opposition to partisan political campaigns or ballot measures; Postings for electoral campaign purposes will not be published.
  - E. Content will be removed that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, disability or sexual orientation.
  - F. Sexual content or links to sexual content are not permitted.
  - G. Conduct or encouragement of illegal activity is not permitted.
  - H. Users are legally responsible for what they write, and it must not breach any law, confidentiality, copyright, or plagiarize material.
  - I. For their online safety, users are encouraged not to provide personally identifiable information within their comments, including addresses, telephone numbers or email addresses.

- 5.2 The following summary of this policy shall be clearly posted on each City social media account:

*This social media account is a limited public forum. It exists solely for the exchange of information and views regarding City of Plainview municipal government programs, policies, and services. The City will err on the side of non-removal of posts from the City's official social media accounts. However, the City recognizes that in some instances, it is necessary to hide or remove certain types of social media posts. A post that contains any of the following material is inappropriate on a City platform that may be accessible by children and will be removed:*

- A. Obscene or pornographic material or links;*
- B. Harassing statements, personal attacks, or threats to another poster;*
- C. Support or opposition for a partisan political campaign, candidate, or measure; or*
- D. Advertisements of a commercial entity, product, or service; or*
- E. Contains profanity or abusive language.*
- F. Not on Topic, i.e. City of Plainview municipal programs, policies, or services.*

*The reason for this restriction is to assure no intimidation of other citizens by others posting the kinds of communications listed above, dilution of the limited topical purpose of the site, and awareness that minors may foreseeably access a government site for information and should not be exposed to inappropriate language or images. There are other social media and websites available for the types of communications listed above, other than the City's government sites.*

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

## **6.0 Public Records**

- 6.1 City social media posts may be considered information subject to the Texas Public Information Act and record retention rules.
- 6.2 City Secretary shall be responsible for ensuring posts on City social media accounts are retained in accordance with laws.

## **7.0 DEFINITIONS:**

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

**City-Administered Site:** any internet site, or portion of an internet site, with content controlled by City representatives as an official communication outlet of the City.

**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 posting by the site administrator.

**Connection:** is any deliberate link between a user and a social media outlet, 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.

Employee: Any individual who performs services for the City of Plainview. This includes, but is not limited to, permanent, part time or temporary, intern, Mayor or City Council Member, Board or Commission Member, vendor, contractor, or volunteer.

Plagiarized Material: private, personal material published without consent.

Profile: a self-description page, viewable by the public, set up when creating an account with a social media outlet.

Really Simple Syndication Feed (RSS Feed): The de facto standard for the syndication of Internet content. Users of RSS content use software programs called “feed readers” or “feed aggregators.” The user subscribes to a feed by entering a link to the feed into the reader program. The reader can then check the user’s subscribed feeds to see if any of those feeds have new content since the last time checked, and if so, retrieve that content and present it to the user.

Site Administrator: The person approved by the designee, City Manager or Main Street Manager to be responsible for creation and maintenance of a City social media outlet. Site Administrator will be identified in the Account profile and their City e-mail address will be the one used. Site administration is a voluntary assignment in addition to regular duties and job assignments.

Social Media Outlet: Electronic-based mass communication tool, most often accessed through the Internet, or similar means, that encourage information-sharing among individuals or groups with a common interest.

The City of Plainview reserves the right to update these terms of use at any time without prior notice.

EFFECTIVE DATE: September 1, 2018

REVISION DATE: N/A



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