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SOCIAL MEDIA POLICY RESOLUTION NO. 1606R.05B

A RESOLUTION AUTHORIZING A SOCIAL MEDIA POLICY ESTABLISHING GUIDELINES FOR THE MANAGEMENT AND USE OF SOCIAL MEDIA TOOLS BY THE CITY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the internet is a valuable tool for communication between the City of San Elizario ("City") and the citizens of the City; and

WHEREAS, the City Council of the City desires to use social media tools to reach a broad audience and to further the goals and missions of the City; and

WHEREAS, the City desires to establish policies providing for such interaction and communication in a responsible manner in the fast-changing landscape of the internet; and

WHEREAS, the City has an overriding interest and expectation in deciding what is communicated on behalf of the City on social media sites; and

WHEREAS, the City Council finds that the establishment of a social media policy is reasonable, necessary, and proper for the good government of the City.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of San Elizario:

SECTION I. FINDINGS OF FACT

The foregoing recitals are adopted as facts and incorporated fully herein.

SECTION 2. ADOPTION AND ENACTMENT

- A.** The City Council of the City of San Elizario hereby adopts the "City of San Elizario Social Media Policy" contained in "Attachment A", attached hereto and incorporated fully herein for all intents and purposes.
- B.** A copy of the policy shall be provided to each employee and city official of the City. Each employee shall acknowledge receipt of the policy.
- C.** A copy of the policy shall be included in the personnel manual. An employee's violation of the policy shall be subject to disciplinary action.

SECTION 3. REPEALER AND SEVERABILITY

REPEALER: All ordinances, or parts thereof, that are in conflict or inconsistent with any provision of this Resolution are hereby repealed to the extent of such conflict, and the provisions of this Resolution shall be and remain controlling as to the matters regulated, herein.

SEVERABILITY: Should any of the clauses, sentences, paragraphs, sections or parts of this Resolution be deemed invalid, unconstitutional, or unenforceable by a court of law or administrative agency with jurisdiction over the matter, such action shall not be construed to affect any other valid portion of this Resolution.

SECTION 4. EFFECTIVE DATE

This Resolution shall be effective immediately upon passage.

PASSED AND APPROVED this, the 21st day of June, 2016, by a vote of 4 (ayes) to 0 (nays) to 0 (abstentions) of the City Council of San Elizario, Texas.

CITY OF SAN ELIZARIO, TEXAS



Maya Sanchez, Mayor

**CITY OF SAN ELIZARIO
SOCIAL MEDIA POLICY**

I.01 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. While the City encourages its personnel to enjoy and make good use of their off-duty time, certain social media activities on the part of its personnel may become a problem if such activities impair the work of any City official or employee; create a harassing, demeaning, or hostile work environment; disrupt the smooth and orderly flow of work; or harm the goodwill and reputation of the City among its citizens or in the community.

Given the multitude of concerns (legal, political, and ethical) raised by social networking (Facebook, Instagram, Snapchat, LinkedIn, Twitter, etc.), this Social Media Policy (“Policy”) establishes prudent and acceptable practices regarding the City of San Elizario officials’ and employees’ use of the internet. These guidelines apply to City personnel's use of social media, while both on and off duty.

I.02 Disclaimer.

- A. Under this Policy, the City disavows, and is not responsible for any sites, posts, opinions, or content related to the City or its issues but not coordinated through and approved by the City Administrator.
- 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 City Administrator, 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 the City is not responsible for archiving such content in accordance with the records retention schedule, or providing copies in accordance with the Texas Public Information Act (PIA). Such posting 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.

I.03 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 City Administrator’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."

I.04 Guidelines for Official City Sites

- A. All City-sanctioned social media sites shall be maintained by the City Administrator. Any content to be posted on City-sanctioned social media sites must meet the approval of the City Administrator 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, or sexual orientation;
 - (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 City Administrator because it violates criteria in the preceding item 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.”

I.05 Compliance and Enforcement

- A. All personnel are to sign copies of this policy and be trained in its meaning.
- B. Personnel found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

CITY OF SAN ELIZARIO
SOCIAL MEDIA POLICY
EMPLOYEE ACKNOWLEDGMENT

I, the undersigned, hereby acknowledge that I have received a copy of the Social Media Policy of the City of San Elizario. I have read and understand my rights and responsibilities as an employee to the City and the information that was presented to me. I understand that if I violate the Social Media Policy I am subject to the City's disciplinary action for inappropriate, unauthorized, and illegal use provided in the Social Media Policy and could be subject to termination. If I am uncertain or have any further questions, I will ask my supervisor or manager.

Employee's Printed Name

Employee's Signature

Date