

	<b>City of Cedar Park</b> <b>Human Resources Policy Manual</b>		
	<b>Social Media Policy</b>		
	Number: G-11	Revision: 1	Effective Date: 04/26/18

## 1.0 Policy

This policy outlines the protocol and procedures for the use of Social Media, which shall provide information about and promote official City services and events. In addition, this policy provides guidance to City employees concerning their use of Social Media as well as their responsibilities with regard to all Social Media and the use of City resources.

## 2.0 Procedure/Rule

2.1 Social Media. Social media is defined as websites as well as all forms of online community activities such as online social networks, professional networking sites, message boards, photo, video sharing, blogs, wikis, chat rooms and online forums.

### 2.2 City of Cedar Park Social Media Sites

2.2.1 Official Social Media sites/pages representing the City will be the property of the City. Accounts must be registered through the Media and Communications Department after approval by the City Manager or his/her designee.

2.2.2 Any request for a City Social Media site shall be from a Director and shall include:

- a) The purpose of the Social Media site;
- b) The frequency that the Social Media site will need to be updated; and
- c) A list of individuals who have authority to update a City Social media site.

2.2.3 Only designated employees will have authority to change content of the Social Media site.

2.2.4 The Media and Communications Department will be responsible for the oversight of the City's Social Media formats to include:

- a) Maintaining a list of Social Media domains as well as usernames; and

- b) Monitoring Social Media activity to verify that content is compliant with the City's mission, vision, values, goals, objectives, and ethics.

2.2.5 The content of City Social Media shall contain:

- a) Information about City events, activities, or issues; or
- b) Positive aspects of the City.

2.2.6 The City website will remain the official location for content regarding City business, service and events. When possible, links from City Social Media sites will be used to direct users back to the City's website for more information.

2.2.7 Individual departments to which the posted information is related are responsible for responding to any inquiries related to the posted information.

2.2.8 Communication through Social Media is a City record. Posts by City Departments, employees and any outside feedback are deemed City records. The Media and Communications Department will be responsible for the maintenance and storage of copies of the content posted in order to comply with records retention laws and the Texas Public Information Act.

2.2.9 Each Social Media site should include moderation guidelines that contain the following information: "Content posted by outside contributors and not officially posted by the City does not constitute an endorsement or representation on the part of the City."

2.2.10 The City retains the right to remove certain content from Social Media sites that is not a City record and that does not adhere to the Social Media Guidelines maintained by the Media and Communications Department. The City also reserves the right to block any users who violate these guidelines from accessing the City's Social Media sites.

2.2.11 If a question arises regarding the use or posting of confidential information on a Social Media site, the matter shall be referred to the Legal Department for review. If it is determined that the information shall not be posted, it will be removed from Social Media but preserved for City records.

- 2.2.12 The City Manager or his/her designee reserves the right to restrict or remove any Social Media content that he/she does not believe serves the best interest of the City.
- 2.2.13 Media inquiries generated on City Social Media sites shall be directed to the Manager of the Media and Communication Office or his/her designee.
- 2.2.14 Employees shall not use Social media to discuss information regarding pending legal matters or that is privileged or confidential by law.
- 2.2.15 Employees shall not use City Social Media for private matters or in any way that produces an adverse effect, disrupts the work environment, or interferes with workplace operations within the City.

2.3 Access and Use of Personal Social Media at Work and Outside of Work.

- 2.3.1 Employee's access to and use of personal Social Media while on duty utilizing City property will be subject to the rules and guidelines set forth by the City's Human Resources Policy Manual.
- 2.3.2 Employees shall not use Social Media to discuss information regarding pending legal matters or that is privileged or confidential by law.
- 2.3.3 The City respects the rights of all employees to speak out as private citizens on matters of public concern, so long as the speech does not unduly disrupt the operations or mission of the City. Online behavior, whether on or off duty, must not otherwise cause harm to or misrepresent the City of its interest. Harassing, bullying or demeaning coworkers or City contacts, or creating a hostile, discriminatory or retaliatory workplace through on-line posting violates this policy.
- 2.3.4 Online posts must respect the confidentiality of City information, and must respect the privacy of others' personal information, such as health, sexual orientation, home address, and family information.
- 2.3.5 If an Employee's personal Social Media includes any information related to the City, the employee must make it clear that the views expressed are the employee's alone and not reflective of the views of the City.

## 2.4 **Enforcement**

2.4.1 The City reserves the right to remove content from City-related Social Media sites that is deemed in violation of this Policy or any applicable law.

2.4.2 Certain violations of this policy may result in immediate revocation of any or all access and user privileges to City electronic communications and devices and may be grounds for disciplinary action, up to and including termination of employment. Certain violations may also result in possible civil or criminal liabilities for the user/responsible employee.

## 2.5 **Applicability**

2.5.1 This Policy shall apply to all City employees, including contract and temporary employees.