RESOLUTION NO. _750___
(Social Media Policy)

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF SHADY SHORES, DENTON COUNTY, TEXAS REGARDING ADOPTION OF A SOCIAL MEDIA POLICY.

WHEREAS, the Town Council of the Town of Shady Shores, Denton County, Texas ("Town") has reviewed the facts and laws relevant to social media as utilized by the Town; and

WHEREAS, the Town has adopted a social media policy to follow both the law and the best practices for municipalities in employing the use of social media; and

WHEREAS, the Town believes when properly used, the benefits of social media contacts are in the best interest of communication within the Town among its residents;

NOW THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF SHADY SHORES, DENTON COUNTY, TEXAS AS FOLLOWS:

The document attached hereto and incorporated herein for all purposes as Exhibit A shall henceforth be known as the Social Media Policy of the Town of Shady Shores, and it is, approved. All Town personnel, including boards and commission members, are directed to become familiar with the terms and provisions of the social media policy, and comply with its requirements.

DULY RESOLVED by the Town Council of the Town of Shady Shores, Denton County, Texas on this 6 day of Jan., 2014.

APPROVED:

Cindy Spencer

Cindy Spencer, Mayor

ATTEST:

Sarah Swanson

Sarah Swanson, Town Secretary

APPROVED AS TO FORM:

James E. Shepherd, Town Attorney

Exhibit A

TOWN OF SHADY SHORES

POLICY FOR SOCIAL MEDIA

POLICY

Social Media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include Facebook, YouTube, Twitter, Flickr, forums, message boards, mobile applications, blogs, email, etc.

In an effort to maintain the integrity of the Town, and to comply with the Texas Public Information Act and Texas Open Meetings Act as they pertain to Social Media, the Town of Shady Shores has established policies to help guide its employees, but also the Public who might post on the Town's social media sites, on the usage of Social Media. The purpose of this policy is to provide guidelines for:

- Procedures for establishing a social media page;
- Best practices and conduct by Town employees who will use social media venues;
- Town employees who use social media outlets off duty or on private time;
- Town employees who are authorized to use the internet for the purpose of updating a Town social media outlet.
- Members of Public who post on Town of Shady Shores' owned and operated social media sites.

This policy is applicable to all employees of the Town of Shady Shores. All employees must agree to abide by this policy as a condition of access and continued use of these resources.

The Town Council may create and maintain social media applications for the Town of Shady Shores. Such sites may meet one or both of the following purposes:

- To provide residents of the Town of Shady Shores information about town events, activities, and issues
- To inform people outside our community about the many positive qualities of Shady Shores.

PROCEDURE

A. Creation and Control The Mayor and/or the Town Council will coordinate with designated employee to implement and monitor the site(s). The Town Secretary is the designated employee to implement and monitor the site(s), under full direction by the Mayor and/or the Town Council. Sites that do not continue to meet the Town's intended goals and objectives may be removed at any time by the Mayor and/or the Town Council. The Mayor must be provided all login IDs and passwords and will maintain such list of all approved social media accounts, including login IDs and passwords.

B. Code of Conduct for Employees Authorized to Maintain a Social Media Outlet

This section applies to those authorized employees posting on behalf of the Town. Employees are liable for anything they post to social media sites.

1. **Ethical conduct**: Employees will act and conduct themselves according to the highest possible ethical standards. A summary of the key ethical standards for use of Social Media are listed below:

   A. customer protection and respect are paramount;
   B. employees will use every effort to keep interactions factual and accurate;
   C. employees will strive for transparency and openness in interactions and will never seek to "spin" or "embellish" information;
   D. employees will provide links to credible sources of information to support interactions, if needed;
   E. employees will respect the established usage rules of the particular Social Media Venue utilized (e.g. Facebook's user policy); and
   F. employees will protect privacy and permissions.

2. **Authorized postings:** The Town's designated social media monitor is responsible for content on the Town's social media sites. Get the facts straight before posting. Review content for grammatical and spelling errors. Employees shall not knowingly communicate inaccurate or false information. All efforts should be made by employees to provide only verifiable facts – not unverifiable opinions. Do not commit the Town to any action or initiative unless you have prior authorization to do so.

3. **Do not post/comment about Town business on any social media site other than the Town social media pages:** The Town does not blog, or comment in any way, on non-Town associated social media pages or sites. All private/non-Town business, sent or received social media comments, made by employees on an external social media site shall be done off duty or on the employee's own time, and without the use of Town equipment or resources. Employees making comments on external social media sites must not represent or portray themselves as a Town employee authorized to speak on behalf of the Town. This does not in any way prohibit employees from exercising their first amendment right to free speech.

4. **Private use of online media**: In general, employees should refrain from posting information, including written statements, photographs and videos, about the Town using their personal Social Media accounts. If you choose to do so, avoid any posting that might be interpreted as an official statement made on behalf of the Town, or that might compromise perceptions of your ability to do your job in an unbiased and professional manner. If on your personal Social Media site you have identified yourself, either through written statements, photographs or videos, as a Town employee and you choose to comment on social topics not related to the Town, then you should identify your views as your own and make clear that the views expressed are not those of the Town.

5. **Image and Reputation:** Remember that what's posted online is open to the public (even if you consider it to be private). Personal and professional lives merge online. Town employees should recognize even though their comments may seem to be in their "private space," their words can become direct extensions of the Town. Employees of the Town choosing to post information on publicly accessible media are expected to maintain a positive online image that is consistent with the goals and objectives of the Town. Employees may exercise their

first amendment right of freedom of speech, but may be subject to disciplinary action for posts that are unreasonably disruptive of the work place or that violate the Town's policies.

6. **Use of Town Logo or Images:** You may not use the Town logo or any other Town images or iconography on personal media sites. If you choose to post photographs or videos on personal media sites, you should not depict the Town logo, images or iconography, including images on clothing (e.g., Town uniforms), in a manner that could be interpreted as portraying an act or statement made on behalf of the Town in violation of this policy. You also may not use the Town name, logo, images or iconography to promote a product, cause, or political party or candidate.

7. **Think twice before posting:** Privacy does not exist in the world of Social Media. Consider what could happen if a post becomes widely known and how that would reflect on the poster and the City of Richardson. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a public meeting, at a conference or to a member of the media, consider whether you should post it online. In all instances, ensure your profile and related content is consistent with how you wish to present yourself as a City professional, appropriate with the public trust associated with your position, and conforms to existing ethical standards. In addition, there are many reasons to connect with people online, but consider whom you "friend" on sites like Facebook or "follow" on Twitter. You may believe that online "friends" are different from other friends in your life, but the public may not always see it that way.

8. **Remember your audience:** Be aware a presence in the social media world is, or easily can be, made available to the public at large. This includes residents, prospective residents, visitors, current employees and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, offend, harm, or provoke any of these individuals or groups.

9. **Have a plan:** In order for a social media venue to be successful and relevant to users, it must contain current and up-to-date postings that reflect the nature and business of the specific department within the City. It is understood that some of the social media venues of the City may be seasonal in nature, and that daily postings may become periodic or taper off entirely during non-peak times. While there is no set timeline on the frequency of when a department should post or how often, employees must recognize that as a seasonal event/festival draws closer the frequency of postings will increase and the responsibility to post relevant information will become a necessity.

C: Copyright Protection and Data Management

1. **Confidentiality:** Employees must protect all Town information that is considered to be non-public in nature in accordance with the Texas Public Information Act or other applicable law. Employees who share or disclose information that is confidential information under the Texas Public Information Act or other applicable law are subject to disciplinary action including termination. Examples include the sharing of private information such as: addresses, phone numbers, etc.
2. **Data records maintenance**: Posted social media on behalf of the Town is subject to the Texas State Library and Archives Commission applicable schedules for retention.

3. **Copyright infringement:** When posting, be mindful and respectful of the copyright and intellectual property rights of others and the Town.
4. **Photography:** Photographs posted on social media easily can be appropriated by visitors. Image postings should be at 72-dpi and approximately 800x600 resolution to protect the Town's intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

D. Public Terms of Use

Persons may be permanently excluded from Town social media pages if acting contrary to these rules. Persons who repeatedly break rules will receive a warning prior to removal.

1. Advertising or promotional announcements are not permitted.
2. Persons writing more than 250 characters may be asked to rewrite.
3. Anyone using profane language or posting any information that could be considered disrespectful dialogue will be asked to reword their post and it will be deleted.
4. Comments must not be in support of or opposition to political campaigns or ballot measures; Postings for electoral campaign purposes will not be published.
5. Content will be removed 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;
6. Sexual content or links to sexual content is not permitted.
7. Conduct or encouragement of illegal activity if not permitted.
8. Posted content must be relevant to Shady Shores.
9. Users are encouraged not to provide personally identifiable information within your comment.
10. No attacks on individual character will be permitted.
11. You are legally responsible for what you write, and it must not breach any law, confidentiality or copyright. Because you are responsible for your statements, be careful about exaggeration, innuendo, etc.
12. Any pictures posted will be related to the Town of Shady Shores.

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

To keep our page specific to news information and inquiries about the Town of Shady Shores, please understand that non-profit messages, bake sales, T-shirt sales and the like may be removed as they are not news from the Town of Shady Shores.

The Town of Shady Shores reserves the right to update these terms of use.