

RESOLUTION NO. 08062019-02

WHEREAS, the Florence City Council recognizes the need for the City to communicate with its citizens in order to enhance transparency in government; and

WHEREAS, the Florence City Council is aware of the growing use of social media by cities in order to communicate with its citizens;

WHEREAS, the Florence City Council wishes to ensure proper and smooth communications between the governing body and its citizens by prescribing the manner in which the governing body shall interact;

WHEREAS, 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 of Florence, or violate any city policy; and

WHEREAS, the Florence City Council wishes 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;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF Florence, TEXAS, THAT:

The Social Media Policy attached hereto as Exhibit "A" and incorporated herein by reference is hereby adopted by the City Council of the City of Florence.

PASSED, ADOPTED AND APPROVED THIS THE 6th DAY OF August, 2019.



Mary Condon, Mayor

ATTEST:



Amy L. Crane, City Secretary



EXHIBIT "A"
CITY OF FLORENCE
SOCIAL MEDIA POLICY

Adopted August 6, 2019

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 this policy 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 the City and any other organization or individual.

The City expects all employees to follow the guidelines contained herein when posting information on the Internet, regardless if it is done during or after work hours. The policy covers all social media, networking, blogging, journaling, instant messaging and video posting sites, as well as City-owned electronic devices.

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 email use policy. Violations of the City's Social Media Policy may lead to disciplinary action. The City provides an effective system for employee complaints "off-line" through the personnel policy without resorting to social media.

Employee Guidelines

Only full-licensed software purchased and installed by the City will be used by City employees. Licensed means the City has purchased the required number of software licenses needed for the number of users.

The City's electronic communication and storage systems, which include, but are not limited to, the computer system and related equipment, Internet access, telephones and voicemail, wireless devices, emails, texts and instant message ("e-systems"), is intended for official City business use. All data and information contained therein is subject to the Public Information Act.

The City provides e-systems to its employees to assist and facilitate business communications and work-related research. These services are for legitimate business use only in the course of an employee's assigned duties. All materials, information and software created, transmitted, downloaded or stored on the City's e-systems are the property of the City and may be accessed only by authorized personnel. Employees are

reminded that they have no reasonable expectation of privacy in information created, downloaded or stored on the City's e-systems, and all such information remains the property of the City. The City reserves the right, at its discretion, to monitor, access, retrieve, intercept, read and delete any communication that is created on, received through, or sent from the e-systems.

Employees who post material on social media and other Internet sites, blogs, or other public forums must take extreme caution not to appear to be representing the City in any manner, whether during or after their working hours. On-line behavior, whether on or off duty, must not include posting commentary, content or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile, discriminatory or retaliatory work environment. **Employees have the right to speak out as public citizens on matters of public concern, so long as the speech does not unduly disrupt the operations or missions of the City.** Online posts must respect the confidential information of the City, and must respect the privacy of others' personal information, such as health, sexual orientation, home address and family information.

Employees may use City systems to access the Internet for limited non-business use during meal time, so long as such personal use does not interfere with the job duties of the employee or co-workers, the personal use does not constitute social networking, and all other provisions of this policy are followed, which include but are not limited to:

1. Inappropriate e-systems usage includes: transmitting obscene, harassing, offensive or unprofessional messages; accessing any site that is sexually or racially offensive or discriminatory; accessing, displaying, downloading or distributing any sexually explicit material; engaging in activities designed for personal profit; transmitting any of the City's confidential information.
2. Any software or other material downloaded onto the City's computers may be used only in ways consistent with the licenses and copyrights of the vendors, authors or owners of the material. Prior authorization from the City Secretary's office, or his/her designee, is required before introducing any software into the City's computer system. Employees may not download entertainment software, games or any other software unrelated to their work.
3. Only authorized employees may communicate on the Internet on behalf of the City. Employees may not express any opinions or personal views that could be misconstrued as being those of the City. Employees may not state their City affiliation on the Internet, unless required as part of their assigned duties. No employee shall send communications under another's name without authorization.
4. Any expense incurred as a result of personal use of the City's e-systems must be reimbursed immediately.

City Use of Social Media

The City of Florence encourages the use of social media to further the goals of the City and the missions of its departments when and 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 may from time to time use social media 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 on-line services necessary to conduct business with the City of Florence.

Only designated City employees will be allowed to post or distribute information on the City's social media sites. Department Directors will approve designated employees. The City shall monitor content of each social media site to ensure adherence to appropriate use, message and branding consistency as outlined in the City's Social Media Policies. The City Council will be notified in the event of possible misuse of any City social media accounts.

As a general rule, social media may be used to communicate the following to the public:

- Event announcements and reminders
- Updates on issues, such as ordinances or actions by the City Council
- Road construction and repairs and traffic detours
- Photos of community events and City projects
- Emergency information
- Information about City facilities and services
- Illustrate the beauty of Florence and the surrounding area

Corrections

Erroneous information, either posted or distributed, needs to be corrected as soon as possible. Serious errors are to be brought to the attention of the City Secretary upon discovery.

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 the City departments and the public. Only factual information will be provided and opinions are

strictly prohibited. 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 or vulgar language or content.
- Comments which reflect personal attacks of any kind or that make any disparaging remarks about any person, business or any other City institution.
- Solicitations of commerce.
- Information containing personal identifying information or sensitive personal information.

The City reserves the right to monitor employee use of its e-systems or the Internet at any time. Employees should not consider their Internet usage or e-mail communications to be private. Any violation of this policy may result in loss of computer access and disciplinary action, up to and including termination of employment.