

**ADMINISTRATIVE REGULATION
BENBROOK – TEXAS**

SOCIAL MEDIA POLICY

1. PURPOSE

1.1 The City of Benbrook uses social media to enhance communication with various groups to support City goals and objectives. City representatives have the ability to publish articles, facilitate discussions and communicate information through various media to conduct City business. Social media furthers discussion of City issues, operations and services by allowing members of the public to interact and participate.

2. AUTHORIZATION

2.1. All official City social media sites shall be (1) approved by the City Manager; (2) published using approved City social networking platforms, tools and formats; and (3) administered by the Director of Information Technology or designee as approved by the City Manager.

2.2 The City Manager shall appoint moderators to review and authorize content submitted by City authors and public commentators.

3. RECORDS RETENTION AND OPEN MEETINGS

3.1. City social networking sites shall adhere to applicable state, federal and local laws, regulations and policies.

3.2. The Texas Open Records Act, Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be managed, stored and retrieved to comply with these laws.

3.3. Relevant City records retention schedules apply to social networking content. Records maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using approved City platforms and tools.

3.4. All social network sites and entries shall clearly indicate that all articles and other content posted or submitted for posting are subject to public disclosure.

- 3.5. Content submitted for posting that is deemed not suitable for posting by a City social networking moderator because it is not topically related to the particular social networking site objective being commented upon, or is deemed prohibited content based on the criteria in 4.3. of this policy, shall be retained pursuant to the records retention schedule.
- 3.6. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

4. CONTENT

- 4.1. Each City social networking site shall include an introductory statement which clearly specifies the purpose and scope of the social network site. Where possible, social networking sites should link back to the official City of Benbrook website for forms, documents and other information.
- 4.2. All City social networking sites shall clearly indicate they are maintained by the City and shall have City contact information prominently displayed.
- 4.3. City social networking content and comments containing any of the following forms of content shall not be allowed for posting:
 - a. Comments not topically related to the particular site or blog article being commented upon;
 - b. Profane language or content;
 - c. 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;
 - d. Sexual content or links to sexual content;
 - e. Solicitations of commerce;
 - f. Conduct or encouragement of illegal activity;
 - g. Information that may tend to compromise the safety or security of the public or public systems;
 - h. Content that violates a legal ownership interest of any other party;
 - i. Comments that promote a political position or cause;
 - j. Comments with no clear public benefit or interest; or
 - k. False or misleading statements.

5. MISCELLANEOUS

- 5.1. All City social networking moderators shall be trained regarding the terms of this City policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.

5.2 Employees representing the City government via social media outlets must conduct themselves at all times as a representative of the City and in accordance with all human resource and other policies.

5.3 Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

6. Effective Date

6.1 This Administrative Regulation is effective October 7, 2010.