

SOCIAL MEDIA POLICY

The City Council of the City of Log Cabin strives to represent the residents of Log Cabin through all its legislative actions. The City has created a policy regarding social media communication between the public and the City of Log Cabin regarding City programs, services, projects, issues, events, and activities. The purpose of the social media and website pages is to keep the public informed on what's happening in Log Cabin. The City's website will remain the primary avenue for release of information.

The social media platforms are managed by the employees at Log Cabin City Hall. They are not accessible or managed by any City Councilmembers or anyone outside City Hall. Due to the Texas Open Meetings Act, Councilmembers will refrain from commenting, posting, or communicating with fellow Councilmembers or the public on the official social media or content sharing pages.

Any comment posted by members of the public on City of Log Cabin social media or content sharing pages is the opinion of the poster only. Publication of a comment does not imply endorsement by the City Council, nor do such comments necessarily reflect the opinions or policies of Log Cabin City.

POLICY GUIDELINES

- a. The City has an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the City on social media sites. The City Secretary will have the sole discretion to approve what social media outlets may be suitable for use by the City and its departments. Each department that maintains a separate media site shall provide the City Secretary with site logins and passwords.
- b. All official city presences on social media sites or services are considered an extension of the City's computer information network and are governed by and subject to the City's Technology Usage Policy.
- c. Respect copyrights and fair use. All postings must comply with applicable federal, state, and local laws, and regulations and retention schedules according to the Texas Local Government Code, Chapters 201-205. Records required to be maintained pursuant to the Texas State Library and Archives Commission 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 the usual or approved city platforms and tools.
- d. Information collected at this site becomes public record that may be subject to inspection and copying by members of the public, unless an exemption in law exists according to the Texas Public Information Act.
- e. When possible, links to more information should direct users back to the City's official website for more information, forms, documents, or online services necessary to conduct business with the City.
- f. The City reserves the right to remove any content that is not within these guidelines, while retaining said content for the appropriate records retention according to state law.
- g. Each social media site shall include a statement which identifies the purpose and topic of the site and discussion not related to the purpose shall not be posted.
- h. Posts on City social media sites by employees must remain professional in tone and be in good taste. Each City employee is responsible for content they post on social media sites.

- i. Content will be monitored to ensure adherence to the Social Media Policy.

CONTENT ON SOCIAL MEDIA PLATFORMS

Visitors should expect to see posts discussing topics such as:

- a. Press releases and announcements relating to Council activity and the City.
- b. Photography and videography of council events, meetings, ceremonies, special occasions and more.
- c. Live videos, which may include council or council committee meetings, press conferences, or interviews with councilmembers.
- d. Shared posts of news alerts or events from executive or legislative agencies in the City of Log Cabin, Henderson County, Texas, or State of Texas.
- e. Event and meeting notices.
- f. Updates on ordinances or resolutions after they have been adopted by the council.
- g. Updates from the Water Department.
- h. Indication that the media site is maintained by the City.
- i. Contact information for the specific department that created the page, including address and phone number.
- j. Departmental media sites must clearly identify the department as a unit of Log Cabin, Texas.
- k. A link to the Log Cabin City official website.
- l. Shared content from Non-profit organizations providing a benefit or verified valuable information to Citizens.

Content specifically prohibited:

- a. Profane language or content.
- b. Any type of political activity.
- c. Solicitations of commerce.
- d. Conduct or encouragement of illegal, improper, or illicit, or illicit purposes through visual, textual, or auditory posting including but not limited to sexual content or links to sexual content.
- e. Content that is confidential according to the Texas Public Information Act.
- f. Content that promotes, fosters, or perpetuates discrimination based on race, creed, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation.
- g. Information or references to the personal addresses, personal telephone numbers, officials, or City employees.
- h. Commercial promotion or spam.
- i. Information that may tend to compromise the safety or security of the public or public systems.
- j. Links to websites or pages of outside vendors that are not related to the purpose of the media site.

EMPLOYEE CONDUCT

Employees representing the City via social media must always conduct themselves as a representative of the City and in accordance with the City's Technology Usage Policy. Employees who fail to conduct themselves in an appropriate manner shall be subject to disciplinary procedures up to and including

termination of employment. Employees using social media sites, whether as an administrator or as a responder to a posting, will follow these guidelines:

- A. Maintain transparency by using your real name and job title, and by being clear about your role regarding the subject.
- B. Write and post about your area of expertise, especially as related to the City and your assignments. When writing about a topic for which you are not the City's expert, make this clear to readers.
- C. Keep postings factual and accurate. If a mistake is made, admit to it, and post a correction as soon as possible.
- D. Reply to comments in a timely manner, when a response is appropriate. When disagreeing with others' opinions, keep it appropriate and polite. A City employee is to never be involved in an argument with a citizen on a city maintained social media site. Response/reply is at the employee's discretion excepting when instructed to respond by a supervisor and in accordance with policy.
- E. Post meaningful, respectful comments that are on topic.
- F. Understand that postings are widely accessible, not retractable, and will be around for a long time, so consider content carefully.
- G. Ensure your comments do not violate the city's privacy, confidentiality, and applicable legal guidelines for external communication. Never comment on anything related to legal matters, litigation, or any parties with whom the City may be in litigation without the appropriate approval.
- H. Ensure you have the legal right to publish others' material, including photos and articles pulled from other sites. Do not publish photos taken while on the scene of any incident. Respect brand, trademark, copyright, fair use, disclosure of processes and methodologies, confidentiality, and financial disclosure laws. Even when using material from copyright-free sources, include appropriate attributions.
- I. Make it clear that you are speaking for yourself and not on behalf of the City unless that is part of your duties with the City. Remember that your postings are ultimately your responsibility.

EMPLOYEES' SOCIAL MEDIA

While the City of Log Cabin encourages its officials and employees to enjoy and make good use of their off-duty time, certain activities on the part of its officials and employees may become a problem if they have the effect of impairing the work of any official or employee; harassing, demeaning, or creating a hostile working environment for any official or employee; disrupting the smooth and orderly flow of work within the city; or harming the goodwill and reputation of the City of Log Cabin among its citizens or in the community at large. In the area of social media (print, broadcast, digital, and online) officials and employees may use such media in any way they choose if such use does not produce the adverse consequences noted above. For this reason, the City of Log Cabin reminds its officials and employees that the following guidelines apply in their use of social media, both on and off duty.

If an official or employee publishes information about themselves, another official or employee of the City of Log Cabin, a citizen, or a vendor in any public medium that:

- a. Has the potential or effect of involving the official or employee, their co-workers, or the City of Log Cabin in any kind of dispute or conflict with other officials or employees or third parties.

- b. Interferes with the work of any official or employee.
- c. Tends to place in doubt the reliability, trustworthiness, or sound judgement of the person who is the subject of the information.
- d. Reveals private information.

The officials or employees responsible for such problems will be subject to counseling and/or disciplinary action, up to and potentially including termination of employment, depending upon the circumstances.

No official or employee of the City of Log Cabin may use City equipment or facilities for furtherance of non-work-related activities or relationships without that express advance permission of the City Secretary.

Officials or employees who conduct themselves in such a way that their actions and relationships with each other could become the subject of gossip among others in the City or cause unfavorable publicity for the City of Log Cabin in the community, should be concerned that their conduct may be inconsistent with one or more of the above guidelines. In such a situation, the employees involved should request guidance from the City Secretary to discuss the possibility of a resolution that would avoid such problems. Depending upon the circumstances, failure to seek such guidance may be considered evidence of intent to conceal a violation of the policy and to hinder an investigation into the matter.

Should you decide to create a personal blog or participate in social media, be sure to provide a clear disclaimer that the views expressed in the blog/media site are the author's alone, and do not represent the views of the City of Log Cabin

All information published on any official's or employee's blog/media site should comply with the City of Log Cabin's policies and procedures. This also applies to comments posted on other social networking sites, blogs, and forums. Remember elected officials must refrain from commenting on other social media sites because it could violate the Texas Open Meetings Act.

Be respectful to the City of Log Cabin's co-workers, citizens, vendors, and partners, and be mindful of your physical safety when posting information about yourself or others on any forum, because it might be interpreted as an invitation for further communication or even stalking or harassment.

Your online presence can reflect on the City of Log Cabin. Be aware that your comments, posts, or actions captured vis digital, or film images can affect the image of the City of Log Cabin.

Do not discuss City citizens, vendors, issues, or business. Do not disclose confidential or proprietary information.

IF AN EMPLOYEE OR OFFICIAL HAS ANY DOUBT ABOUT POSTED SUBJECT MATTER, THEY SHOULD NOT POST IT.

DISCLAIMERS

Comments posted are expressions of the opinion of the User only and do not necessarily reflect the opinion or policy of the City, its officers, employees, or agents.

Comments made on social media pages do not constitute a legal or official notice or comment to the City and County of Henderson and will not be regarded as a request for service or a testimony.

The City of Log Cabin does not guarantee that Comments are monitored regularly, and therefore, Users should not use this account to contact or provide notice to the City about dangerous conditions on public property or other dangerous situations. If a dangerous condition or situation exists, please contact the Log Cabin City Police Department or other relevant City Department.

This account may contain links to websites not owned or controlled by the City Council. The City Council is not responsible for content that appears on these websites and provides these links as a convenience only.

This policy is not a contract, and the City reserves the right to make changes to this policy at any time. Each employee and official will receive a copy of this policy via email and sign a form acknowledging that they received and read it.

COPYRIGHT POLICY

Information and materials produced by the City of Log Cabin and posted on this page are City property. The City of Log Cabin retains the copyright to all text, graphics, videography, photography, and other content produced by the City of Log Cabin.

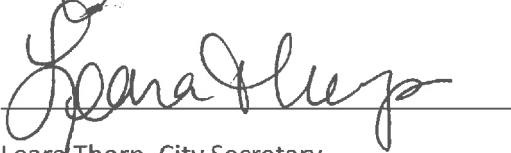
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For more information about the City of Log Cabin on social media please contact City Hall.

This policy is passed and approved by the Log Cabin City Council during a regular City Council meeting on July 21st, 2022.

A handwritten signature in black ink, appearing to read "Jennifer Williams", written over a horizontal line.

Jennifer Williams, Mayor

A handwritten signature in black ink, appearing to read "Leara Thorp", written over a horizontal line.

Leara Thorp, City Secretary