

**CITY OF RICHARDSON
INTERDEPARTMENTAL POLICY AND PROCEDURE**

COMMUNICATIONS AND SOCIAL MEDIA (Summary)

In an effort to maintain the integrity and mission of the City, and to comply with the Texas Public Information Act and Texas Open Meetings Act as they pertain to Social Media, the City of Richardson has established policies on the usage of Social Media.

The policy is applicable to all employees of the City of Richardson. All employees must agree to abide by this policy as a condition of access and continued use of these resources.

PROCEDURE

All City departments which operate Social Media will do so under the general guidance of the City's Director of Communications.

A. Separate Sites

Departments are required to obtain prior written approval from the Director of Communications and their Department Director, before implementing departmental specific social media applications.

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

Employees will act and conduct themselves according to the highest possible ethical standards, and are liable for anything they post to social media sites.

A summary of the key ethical standards for use of Social Media:

- 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.

C: Employee Code of Conduct for Communication and Social Media

The City does not blog, or comment in any way, on non-City associated social media pages or sites.

Private use of online media: Employees using Social Media privately shall avoid posting anything that might be interpreted as an official statement made on behalf of the City.

Employees of the City 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 City.

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 City's policies.

Employees using the City logo or any other City images or iconography on personal media sites shall not depict the City logo, images or iconography, including images on clothing (e.g., City uniforms), in a manner that could be interpreted as portraying an act or statement made on behalf of the City in violation of policy. You also may not use the City name, logo, images or iconography to promote a product, cause, or political party or candidate.

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 City of Richardson.

Image and Reputation: City employees should recognize even though their actions may seem to be in their "private space," they can become direct extensions of the City.

Strive for accuracy: Employees shall not knowingly communicate inaccurate or false information.

Remember your audience: Be aware a presence in the social media world is, or easily can be, made available to the public at large. Consider this before publishing to ensure the post will not alienate, offend, harm, or provoke any of these individuals or groups.

D: Copyright Protection

Confidentiality: 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.

Copyright infringement: When posting, be mindful and respectful of the copyright and intellectual property rights of others and the City.

Photography: Image postings should be at 72-dpi and approximately 800x600 resolution to protect the City's intellectual property.