

CITY OF RIO COMMUNITIES, NEW MEXICO

SOCIAL MEDIA POLICY RESOLUTION 2016-59

A RESOLUTION OF THE CITY OF RIO COMMUNITIES GOVERNING BODY ADOPTING OF A SOCIAL MEDIA POLICY FOR THE MEMBERS OF THE CITY OF RIO COMMUNITIES GOVERNING BOARD AND FOR ALL MEMBERS, BOARDS AND COMMISSIONS APPOINTED BY THE CITY OF RIO COMMUNITIES GOVERNING BODY.

WHEREAS, the citizens and businesses of the City of Rio Communities are entitled to have fair, ethical and accountable local government which continually strives to earn the public's full confidence; and

WHEREAS, in keeping with the City of Rio Communities commitment to excellence, all public officials, both elected and appointed, must comply with both the letter and spirit of the laws affecting the operation of government; and

WHEREAS, the City of Rio Communities Governing Body has determined that the adoption of a Social Media Policy for its members and the members of all boards, employees, committees, commissions and volunteers will assist in achieving these ends.

NOW THEREFORE BE IT RESOLVED BY THE CITY OF RIO COMMUNITIES GOVERNING BODY THAT THE FOLLOWING SOCIAL MEDIA POLICY IS HEREBY PASSED, APPROVED AND ADOPTED.

Resolved: In the Regular Board Session this 12th day of April, 2016.

City of Rio Communities Governing Body

Mark Gwinn,
Mayor

Margaret (Peggy) Gutjahr,
Councilor Mayor Pro-tem

William (Bill) Brown,
Councilor

ATTEST:

Arturo R. Sais,
Councilor

Elizabeth (Lisa) Adair,
Municipal Clerk

SOCIAL MEDIA POLICY

Policy

This policy provides guidance for its members and the members of all boards, employees, committees, commissions and volunteers use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Procedures

The following principles apply to professional use of social media on behalf of the City of Rio Communities as well as personal use of social media when referencing the City of Rio Communities.

1. Members and the members of all boards, employees, committees, commissions and volunteers need to know and adhere to the City of Rio Communities Code of Ethics, Employee Handbook, and other company policies when using social media in reference to the City of Rio Communities.
2. Members and the members of all boards, employees, committees, commissions and volunteers should be aware of the effect their actions may have on their images, as well as the City of Rio Communities image. The information that the individual post or publish may be public information for a long time.
3. Members and the members of all boards, employees, committees, commissions and volunteers should be aware that the City of Rio Communities may observe content and information made available by said individual through social media. The individual should use their best judgment in posting material that is neither inappropriate nor harmful to the City of Rio Communities, members and the members of all boards, employees, committees, commissions or customers.
4. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
5. Members and the members of all boards, employees, committees, commissions and volunteers are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, individuals should check with the administration for the City of Rio

Communities.

6. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. The individual should refer these inquiries to authorized spokespersons for the City of Rio Communities.
7. If the individual encounter a situation while using social media that threatens to become antagonistic, said individual should disengage from the dialogue in a polite manner and seek the advice of the administration for the City of Rio Communities.
8. Individuals should get appropriate permission before you refer to or post images of current or former members and the members of all boards, employees, committees, commissions, volunteers, vendors or suppliers. Additionally, the individual should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
9. Social media use shouldn't interfere with individual's responsibilities at the City of Rio Communities. The City of Rio Communities computer systems are to be used for business purposes only. When using The City of Rio Communities computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, www.riocommunities.net blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
10. Subject to applicable law, after-hours online activity that violates the City of Rio Communities Code of Ethics or any other company policy may subject the individual to disciplinary action or termination.
11. If the individual publish content after-hours that involves work or subjects associated with the City of Rio Communities, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the City of Rio Communities positions, strategies or opinions."
12. It is highly recommended that the individual keep the City of Rio Communities related social media accounts separate from personal accounts, if practical.