



Introduced, Read and Adopted 17 October 2018

**Town of Brentwood  
Resolution 2018-07**

**A RESOLUTION OF THE MAYOR AND COUNCIL ESTABLISHING A SOCIAL MEDIA  
POLICY**

**WHEREAS** the Brentwood Town Charter Section 300 that legislative powers of the Town shall be vested in the Mayor and Council; and

**WHEREAS**, the Mayor and Council recognize that social media plays an important part in the digital display and representation of the Town, should have guidelines and after consultation has determined that the enclosed contains the essential elements of a proper Social Media Policy.

**WHEREAS** this policy shall become effective immediately upon passage and shall remain in effect until rescinded or amended by the Mayor and Council.

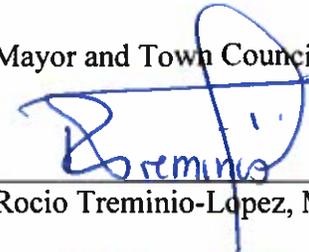
**NOW, THEREFORE, BE IT RESOLVED** that the Mayor and Council hereby adopt the attached as the official Social Media Policy of the Town of Brentwood.

**READ AND ADOPTED THIS 17th day of October 2018.**

ATTEST/WITNESS:

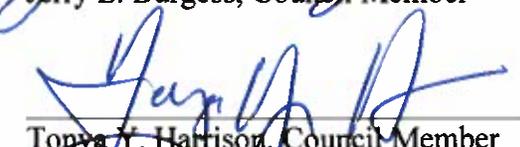
  
\_\_\_\_\_  
Quianna M. Taylor, Clerk  
Interim Town Clerk

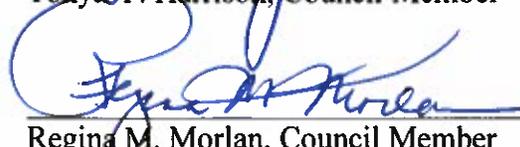
Mayor and Town Council of Brentwood

  
\_\_\_\_\_  
Rocio Treminio-Lopez, Mayor

  
\_\_\_\_\_  
Victor R. Olano, Vice-Mayor

  
\_\_\_\_\_  
Jerry L. Burgess, Council Member

  
\_\_\_\_\_  
Tonya Y. Harrison, Council Member

  
\_\_\_\_\_  
Regina M. Morlan, Council Member





*Town of Brentwood  
Social Media Policy*

**PURPOSE:**

Establish a procedure governing the use of official Town social media accounts. Government agencies, officials and employees are held to a higher standard and this applies to social media as it would in any other town business. The town recognizes social media has a direct connection to freedom of speech. This policy is intended to respect the first amendment and to provide guidance for appropriate administration.

For purposes of this policy, "Social Media" is understood to be content, including but not limited to social networks, blogs, picture and video sharing, podcasts, wikis, wall postings, message boards and online forums, published on the Internet. Examples of Social Media sites include, but are not limited to, Facebook, Twitter, Google+, blogs, YouTube, LinkedIn, Instagram, and Flickr.

The Town's website will remain the Town's primary internet presence.

**GENERAL:**

- The Town will create or grandfather in the official Facebook account as a tool for the dissemination of unbiased, factual information to the public and community stakeholders.
- Only Departments and individuals in this policy are authorized to post information to the Town's social media sites: other Departments and staff members may be authorized by the Town Administrator or the Mayor, as evidenced by updates to this social media policy.
- Authorized users are: Town Administrator, Mayor and Council, and those staff as suggested by the Cable Committee and approved by Mayor and Council to maintain and update content.
- The Town's social media sites will be used by the Town and its agencies for communicating information with the sole purpose of informing the public of the work, news and updates of various Town departments. The Town will is not obligated to respond to any comments, questions or concerns posted on Facebook or Twitter and is not the most effective method to answer customer service questions.
- Citizen Questions or Concerns: If any citizen has a question, concern, wants to bring attention to an issue, or would like direction, the Town asks all residents to contact, via phone or email, the respective Town Department or the Town Administrator's Office for the most expedient and accurate service.
- Town staff is not to engage in any dialogue or private messaging over social media.
- The Town and its agencies are not obligated to follow or friend any organization or individual. The Town and its agencies may follow other public town, state, quasi-state agencies and federal agencies for the coordination and dissemination of information of interest to the public.
- No comments will be accepted through the Town's social media accounts for any public hearing; either adjudicatory public hearings or any other notified public hearing.

Residents must attend public hearings and directly communicate with the deliberative body.

- Wherever possible, Town Social Media sites should link back to the official Town website or department web pages for forms, documents, online services, and other information necessary to conduct business with the Town.
- Appointed and Elected Officials and Employees who use social media shall not post any proprietary Town data, documents or photographs or any information which would violate any privacy laws applicable to the Town, regardless of whether the posting is done during working or non-working time. Any information that cannot be disclosed through a conversation, a memo or an e-mail also cannot be disclosed through social media.
- While communicating through social media, if an employee posts any content that has something to do with the work they perform for the Town or subjects associated with the business of the Town, employees must make clear that they are speaking for themselves and not on behalf of the Town by accompanying their posts with a disclaimer such as: "The postings on this site are my own and do not necessarily represent the Town's positions or opinions."

#### **MONITORING:**

- The Town Administrator's Office reserves the right to monitor content on all of its social media sites and to modify or remove any messages, postings or members that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party or otherwise inappropriate for the service.
- The Town expressly reserves right to remove any post, comment or remark that contains the following content from the social media site:
  - Personal attacks, insults or threatening language
  - Obscene or sexual
  - Profane language
  - Racism or discrimination
  - Potentially libelous statements
  - Support or opposition for political campaigns
  - Plagiarized material
  - Personal and private information
  - Anything that may compromise public safety and security
  - Comments or hyperlinks unrelated to posted information
  - Commercial promotions or spam content
- The Town's social media sites may be used to communicate the following:
  - Announcements about departmental or community items of interest or Emergency notifications
  - Highlighting of Town events and activities
  - Provide historical information about the Department or the Town
  - Highlight employees who have done good work for the community

#### **Violation Consequences**

The Town reserves the right to deny access to Town Social Media sites to any person who violates the Town's Social Media Policy, at any time and without prior notice.

When an employee's use of any social media violates the law or any Town policies (including policies pertaining to employee misconduct or job performance), appropriate discipline up to and including termination of employment will be imposed, regardless of when the information was posted or sent and regardless of the tools or site used to post or send such information. Nothing in this policy (or any other Town policy) will be implemented or should be interpreted in any manner so as to prohibit or inhibit employees from engaging in any lawful activities through social media, including exercising any rights they may have to engage in protected concerted activity or political activities.