



City of Las Cruces

CMP 1.12

Effective: 06/01/12

Revised: 01/18/13

Revised: 05/03/16

Revised: 12/29/17

Revised: 05/29/19

Subject: Social Media

I. PURPOSE

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the City of Las Cruces uses social media tools to reach a broader audience and to further the goals of the City. This policy establishes processes and procedures for development and use of social media platforms to disseminate information from the City, about the City, to its citizens and to provide access to information hosted by social media for City staff in the course of doing their jobs.

II. POLICY

1. City-maintained social media sites

- a. All City of Las Cruces social media sites created by departments will be subject to approval by the City Manager's Office.
- b. The Information Technology Department and Public Information Office shall only grant access to authorized employees and only to social media sites approved by the City's Legal Department. The Information Technology Department and Public Information Office shall maintain a record of all approved social media users including their name, department, social media sites and approval date.
- c. The City of Las Cruces website will remain the City's primary and predominant internet presence. Wherever possible, content posted to City of Las Cruces social media sites also will be available on the City's official website.
- d. As is the case for the City of Las Cruces' website, Department staff will be responsible for the content and regular upkeep of any social media sites their departments may create and shall monitor their social media sites daily for comments requesting responses from the City and for comments in violation of this policy

- e. City of Las Cruces social media sites are subject to State of New Mexico public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the City's custodian of public records.
- f. City-maintained social media sites shall state when appropriate in a disclaimer on the site that any comments made by the public that are off topic or inappropriate to the social media site, are subject to removal by the City at its sole discretion.
- g. As a public entity the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.
- h. Employees representing the City, via the City's social media sites, must conduct themselves at all times as a representative of the City and in accordance with the City Personnel Manual, all City policies and official procedures provided by the City Public Information Office.
- i. Comments by City employees containing any of the following inappropriate forms of content shall not be permitted on City of Las Cruces social media sites and are subject to removal and/or restriction:
 - i. Comments not related to the original topic, including random or unintelligible comments;
 - ii. Profane, obscene, violent, or pornographic content and/or language;
 - iii. Content that promotes, fosters or perpetuates discrimination on the basis of race, color, national origin, religion, ancestry, sex, age, physical and mental handicap, serious medical condition, spousal affiliation, sexual orientation and gender identity;
 - iv. Defamatory or personal attacks;
 - v. Threats to any person or organization;
 - vi. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - vii. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - viii. Conduct in violation of any federal, state or local law;
 - ix. Encouragement of illegal activity;

- x. Information that may tend to compromise the safety or security of the public or public systems; or
 - xi. Content that violates a legal ownership interest, such as a copyright, of any party.
 - j. A comment posted by a member of the public on any City of Las Cruces social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Las Cruces, nor do such comments necessarily reflect the opinions or policies of the City of Las Cruces.
 - k. When a City of Las Cruces employee responds to a comment, in his/her capacity as a City of Las Cruces employee, the employee's name and title should be made available, and the employee shall not share personal information about him/herself, or other City employees.
2. Employee access to social media sites for information gathering purposes
- a. Employees can request access to approved social media sites for the purpose of obtaining information.
 - b. Once granted, access is to be used only for City business.
 - c. This access does not include the approval to post responses to social media sites.

III. PROCEDURES

1. Departments wanting to have a social media presence on the Internet must contact the Public Information Office (PIO) for the **Social Media Registration and Access** form. Once that form is completed, signed, and returned to PIO, PIO will submit a recommendation regarding approval to the City Manager's Office.
 - a. Once the City Manager's Office approves the recommendation, the submitting department shall work with the Public Information Office to establish the social media presence.
 - i. If the requested site is not on the City's approved list, departments may request a review of the site by the City's legal Office in coordination with the Information Technology Department and Public Information Office.
 - ii. If approved, department directors, or their designees are responsible to ensure compliance with this policy and any other City and/or State requirements, including, but not limited to indemnification.
 - b. Employees who need access to social media sites to manage them must request approval from their supervisor through the **Social Media Registration & Access form**.
2. Departments rescinding social media access for an employee must notify the Public Information Office and the Information Technology Department via an IT work order sent by the Department Director or designee.

IV. ATTACHMENTS

Social Media Access and Registration Form (online)

<http://nm-lascruces.civicplus.com/FormCenter/PIO-8/Social-Media-Registration-Access-Form-78>

Social Media Procedures and User Guidelines (PIO)



William Studer, Interim City Manager

6-4-19

Date

Social Media Procedures and User Guidelines

Social Media Account Process

City departments or staff wanting to be an editor on the City's official social media accounts must request permission through the City's Public Information Office (PIO) by using the **Social Media Registration & Access Form**. City departments or staff wanting to create separate social media accounts must also fill out the **Social Media Registration & Access Form** that substantiates in writing, why they believe a separate social media account is warranted. PIO will review and submit the request to the Office of the City Manager with a recommendation. Only the Office of the City Manager can authorize creation of separate social media accounts.

City departments and staff using social media accounts must follow City Manager Policy 1.12 and all guidelines in the City of Las Cruces Social Media Procedures and User Guidelines.

The City of Las Cruces uses social media as a marketing and information tool, in coordination with other tools including the City's official website, to engage with the public. The purpose of these guidelines is to manage the number of social media accounts and editors who post on behalf of the City. Although the aim is to concentrate postings by going through the official City of Las Cruces Government social media pages so that City messaging isn't diluted, an opportunity exists to consider separate City-related social media accounts officially authored and maintained by City staff. The City has and will continue to promote the official page through outreach, paid advertising, and coordination with the City's official website. These guidelines provide accountability and security to the City, and support City employees who are social media editors/administrators with criteria for managing posted content and encourage best practices.

All social media accounts that are managed by City staff and represent a City of Las Cruces department, section, facility, service or function must adhere to the City Manager Social Media Policy 1.12 and these guidelines.

The majority of City "posts" will go through the official City of Las Cruces Government social media accounts that is managed by the Public Information Office (PIO). Other City department staff may be allowed to be editors on the accounts by submitting the [Social Media Registration & Access Form](#) to PIO.

Creating separate social media accounts from the official City accounts may be allowed for certain departments/sections that show they have unique services and/or audiences in comparison to the City's official social media accounts. Departments/sections requesting their own social media account must submit the [Social Media Registration & Access Form](#) and indicate in writing why they believe a separate social media account is warranted. PIO will then submit the request to the Office of the City Manager with a recommendation. Only the City Manager can authorize creation of social media accounts.

Approved accounts will be managed by the requesting department. Departments with separate social media accounts will be required to add PIO and the City Clerk as an overseeing administrator on their pages for records recording, removing users, deleting posts or deleting the whole account if directed by the Office of the City Manager. The departments are responsible for making posts on their respective social media accounts.

Editors & Administrators

1. The Public Information Office (PIO) may allow requesting City staff to be editors on the official City of Las Cruces government social media accounts if their departments/sections need to frequently post to the official page. Otherwise, staff may request that PIO post something on their department's/section's behalf as needed.
2. Departments/sections with their own approved social media accounts will have their own "administrator" who can assign "editor(s)" from within their department/section.
3. For accountability and security, departments/sections using Facebook, Twitter or Instagram are NOT allowed to use one account for multiple administrators or editors to login. Administrators and editors must use their personal social media accounts to login and post on behalf of the City on any City social media account. At this time the social media accounts don't allow the public to see which individual posted, this

can only be seen internally, nor can other City administrators or editors get access to other individual accounts.

4. All employees acting as administrators or editors on any City social media account must submit the **Social Media Registration & Access Form** to PIO. PIO will need to be notified if any changes occur.
5. Department directors, or their designee, must immediately notify PIO if an employee who is an editor/manager on a City social media account, is no longer in that position, regardless if that employee has left the department for another position or is no longer employed by the City so that the individual's permissions to the account can be removed.

Tips for Social Media Posts

1. All posts must adhere to the City Manager Social Media Policy.
2. Don't over post within a short period of time. Doing so may cause the public to un-follow the page.
3. Immediately report any inappropriate posts or comments to the Public Information Office.
4. Contact PIO immediately if you observe improper posts or comments from staff or the public. Don't delete post.

PIO staff will be available for assistance to setup and/or use social media accounts as outlined above. Contact PIO at 541-2026 or at contact@clctv.com

ATTACHMENTS:

Social Media Policy CMP 1.12