

TITLE II

ADMINISTRATIVE REGULATIONS

CHAPTER 37 INTERNAL SOCIAL MEDIA GUIDELINES AND PROCEDURES

37.01 GENERAL PROVISION - PURPOSE

To address the ever-changing landscape of the Internet and the way residents communicate and obtain information online, Town of Flower Mound departments may consider using social media tools to reach a broader audience. The Town encourages the use of social media to further the goals of the Town and the missions of its departments, where appropriate.

The Town of Flower Mound has an overriding interest and expectation in deciding what is "spoken" on behalf of the Town on social media sites. This policy establishes guidelines for the use of social media.

37.02 GENERAL GUIDELINES

- A. All Town of Flower Mound social media sites are subject to approval by the Community Affairs Division.
- B. The Town of Flower Mound website (www.flower-mound.com) will remain the Town's primary and predominant internet presence.
- C. The best, most appropriate Town of Flower Mound uses of social media tools fall generally into two categories:
 - 1. As channels for disseminating time-sensitive information in a timely manner (example: emergency information).
 - 2. As marketing/promotional channels which increase the Town's ability to broadcast its messages to the widest possible audience.
- D. Wherever possible, content posted to the Town of Flower Mound social media sites will also be available on the Flower Mound website.

- E. Wherever possible, content posted to the Town of Flower Mound social media sites should contain links directing users back to the Town's official websites for in-depth information, forms, documents or online services necessary to conduct business with the Town of Flower Mound.
- F. As is the case for the Town of Flower Mound website, departmental staff will be responsible for the content and upkeep of any social media sites their department may create. However, if another department or division needs assistance with social media content, they are encouraged to contact the Community Affairs division.
- G. Wherever possible, all Town of Flower Mound social media sites shall comply with all appropriate Town policies and standards, including but not limited to:
 - 1. Employee PARM TITLE I Chapter 6 Rules of Conduct
 - 2. Employee PARM TITLE II Chapter 15 IT Policies and Procedures
- H. Town of Flower Mound social media sites are subject to State of Texas public records laws. Any content maintained in a social media format that is related to Town 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 Town 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 information requests must be directed to the Town Secretary's Office.
- I. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the Town and its residents. Town of Flower Mound social media site articles and comments are subject to the Digital Media and Social Networking Sites Terms of Use Policy.
 - 1. These guidelines must be displayed to users or made available by hyperlink in the "About" section or account description. Any content

removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

J. Social Media Account Naming Protocols: All official Flower Mound social media pages should be named with "Flower Mound" at the beginning, followed by the official name of the division or department that is creating the account. For example, "Flower Mound Parks and Recreation" or "Flower Mound Animal Services" reflect the correct naming practice. All general Town of Flower Mound social media pages will be named "The Town of Flower Mound" on each social media platform. The Community Affairs division must approve the creation and naming of all social media pages prior to its creation. Any account created without the approval of Community Affairs division is subject to deletion.

K. Administration of Town of Flower Mound social media sites:

1. The Community Affairs Division will maintain a list of all Town of Flower Mound social media sites, including login and password information. Departmental social media admins will request approval from the Community Affairs division of new social media sites and inform Community Affairs of any administrative changes to existing sites.
2. Community Affairs staff must be given administrator access to all approved social media sites, to have the ability immediately edit or remove content from social media sites.
3. Each department should designate at least three people to share social media responsibilities. Determine how often content will be posted (ideally, at least three times a week) and what constitutes appropriate content for the page. All information should be shared from the Town of Flower Mound's perspective, advertising Town news and events relevant to the page. All posts should reflect proper spelling, grammar, and accurately reflect the information that is being relayed in a clear and concise manner.
4. Social listening, or media monitoring, is essential to remaining relevant to stakeholders. Social Media admins are encouraged to search the

web and the social space to discover what is being said about your organization or division as well as other topics of interest for stakeholders. By adapting this information to the department or division, admins help stay relevant and engaging to stakeholders. For example, is a certain book flying off of bookstore shelves? It would be a good idea for the Flower Mound Public Library to create a social media post about how many copies they have available and how they can be obtained for free.

5. The Town of Flower Mound encourages resident engagement on all social media pages. When creating or maintaining a social media site, please ensure policies and expectations are in place among all admins. This includes how a page is monitored, how questions are responded to, and how frequently. Outside of weekends and holidays, all questions should be responded to within 24 hours, if possible. Questions should be answered by the site the question was posted to. For example, if someone wants to know if a certain dog is still available for adoption, Animal Services personnel should respond utilizing the Animal Services page, not as the staff member's personal social media account.
6. All social media admins should be familiar with the Digital Media and Social Networking Sites Terms of Use Policy. If a user's comment violates this policy, please delete the comment. If a user continually violates it, please ban the user from the page.

37.03 OFFICIAL TOWN OF FLOWER MOUND SOCIAL MEDIA SITES

The following social media sites have been approved for use by the Town of Flower Mound. Please note, any site not included in this list is not an official Town of Flower Mound social media site and is not maintained or monitored by Town of Flower Mound personnel. For specific social media platform guidelines, please see Appendices A, B, and C.

Facebook:

- [Town of Flower Mound](#)
- [Flower Mound Police Department](#)

- [Flower Mound Fire Department](#)
- [Flower Mound Animal Services](#)
- [Flower Mound Parks and Recreation](#)
- [Flower Mound Public Library](#)
- [Flower Mound Public Library Teens Page](#)
- [Flower Mound Youth Action Council](#)
- [Flower Mound Seniors In Motion](#)

Twitter:

- [Town of Flower Mound](#)
- [Flower Mound Police Department](#)
- [Flower Mound Fire Department](#)
- [Flower Mound CAC](#)
- [Flower Mound Public Library](#)

YouTube:

- [Town of Flower Mound](#)

Instagram:

- [Flower Mound Public Library](#)
- [Flower Mound Public Library Teens](#)

GoodReads:

- [Flower Mound Public Library](#)

WordPress Blog:

- [Flower Mound Public Library Teens](#)

The Town of Flower Mound Internal Social Media Guidelines and Procedures is hereby approved this 29th day of December, 2015.

Signed (original in HR Master Files)

Jimmy Stathatos, Town Manager

APPENDIX A

Town of Flower Mound Facebook Standard

Purpose: Facebook is a social networking site. Municipalities and other governmental agencies are using Facebook as an important communication tool to promote activities, programs, projects, and events to stakeholders while also increasing traffic on the Town's website, www.flower-mound.com. These standards should be used in conjunction with the Town's blogging policy and social media use policy. As Facebook evolves, these standards will be updated as necessary.

Establishing a Page: When a department determines it has a need for a Facebook page, which cannot be met using existing official Town Facebook pages, department staff will need to submit a request to the Communications and Marketing Manager in the Community Affairs division. Applications are not to be added to a Town Facebook site without approval by the Community Affairs division. All Town-provided branding images must meet Town branding standards.

Any official Town Facebook site should be created within the 'Pages' portion of the social media site and not as a Facebook "Group". Facebook Pages' offers distinct advantages including greater visibility, customization, and analytics. When creating the Page, please follow the following guidelines:

- For 'type' description, choose 'government.'
- Incorporate the Town or Departmental (FMPD or FMFD) logo on the cover photo.
- The option for users to comment on posts should be activated.
- Each department has the option to consider if users have the opportunity to send direct messages within the page.
- After receiving approval from Community Affairs regarding the official page name, departments will complete the Page Info section as fully as possible. Including, but not limited to:

- The description of the page should read: The official Facebook page of the Flower Mound (insert department name). View the Town's Social Media Policy at <http://www.flower-mound.com/index.aspx?NID=971>.
 - A link to www.flower-mound.com will be included on the Website section.
 - Other department and project pages should be page favorites of the other official Town of Flower Mound Facebook pages. The main Town of Flower Mound Facebook page should also “favorite” all official community support organizations.
 - Designate at least three page administrators within the department.
- Facebook Page admins should only respond to questions regarding their department on the department page. The Customer Relations Manager and Community Affairs staff responds to questions on the official Town of Flower Mound Facebook page.
 - Facebook Page admins should always utilize proper grammar and standard AP style, while avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the Town of Flower Mound at all times.
 - Avoid using applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks. An application should not be used unless it serves a business purpose, adds to the user experience, or comes from a trusted source and is approved by the Community Affairs division. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

APPENDIX B

Town of Flower Mound Twitter Standard

Purpose: Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, Town of Flower Mound departments will communicate information directly to its Twitter followers, alerting them to news and directing them to www.flower-mound.com for more information. These standards should be used in conjunction with the Town of Flower Mound Internal Social Media Guidelines and Procedures.

Content: Department communications personnel shall maintain their department's Twitter account. Each department will have only one Twitter account, unless otherwise approved by the Community Affairs division. Account information, including usernames and passwords, shall be approved and provided to the Community Affairs division.

The department's Twitter bio should read, "The official Twitter feed of the Flower Mound [Department]. See our terms of use: <http://www.flower-mound.com/index.aspx?NID=971>."

Twitter usernames shall incorporate "Flower Mound" into the username. Department Twitter account backgrounds will be provided by Community Affairs division, when needed.

Twitter accounts shall serve three primary purposes:

- Get emergency information out quickly
- Promote City-sponsored events
- Refer followers to content hosted at www.flower-mound.com

Information posted on Twitter shall conform to the policies and procedures of the department posting the information. Tweets shall be relevant, timely and informative.

Twitter content shall mirror information presented on the relevant Town of Flower Mound Facebook page, website, and other communication tool. Communications

personnel shall ensure that information is posted correctly the first time. If a tweet has an error in it, it should be deleted in a timely manner.

Responding: When appropriate, departmental social media admins shall be responsive to those constituents who communicate via Twitter's @reply or direct message functions. Communication with followers will be timely and consistent with existing protocols in the Internal Social Media Guidelines and Standards.

APPENDIX C

Town of Flower Mound Blogging Policy

Purpose: Any official Town of Flower Mound blog provides Town officials and Town departments the ability to publish information related to governance of the community and engage with residents. Comments submitted by members of the public must be directly related to the content of the articles. Submission of comments by members of the public constitutes participation in a limited public forum.

Policy:

- All official Town of Flower Mound blogs shall be:
 - Approved by the Community Affairs division
 - Published using the approved Town blogging platform and tools
 - Administered by a designated Community Affairs staff member or designated department staff member, who will serve as the blog moderator.

- Town of Flower Mound blogs are subject to State of Texas public records laws. All blog sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. In addition, all blog sites shall clearly indicate that they are maintained by the Town of Flower Mound and shall have Town of Flower Mound contact information prominently displayed.

- All Town blog moderators are required to provide sign-in credentials to Community Affairs staff, to have the ability to immediately edit or remove content from social media sites.

- Content submitted for posting that is deemed not suitable by an official Town of Flower Mound blog moderator is subject to removal. All comments and engagement must follow the Digital Media and Social Networking Sites Terms of Use Policy.

- Each Town of Flower Mound blog shall include an introductory statement which clearly specifies the purpose and topical scope of the blog.

- Town of Flower Mound blog moderators shall allow blog comments that are topically related to the particular blog article being commented on, and thus within the purpose of the limited public forum, with the exception of the prohibited content listed in the Digital Media and Social Networking Sites Terms of Use Policy. The Town reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
- All Town of Flower Mound blog moderators shall be trained regarding the terms of this Town of Flower Mound Blogging Policy, including their responsibilities to review content submitted for posting to ensure compliance with the Policy.

Author and Commenter Identification:

- All Town of Flower Mound blog authors and public commenters shall be clearly identified. Anonymous posting shall not be allowed.
- Enrollment of public commenters shall be accompanied by valid contact information including a name, address, and email address.
- Authentication credentials used for posting blog articles and blog comments by authorized Town of Flower Mound blog authors and public commenters.

Ownership and Moderation:

- The content of each Town of Flower Mound blog shall be owned by and the sole responsibility of the department/agency producing and using the blog.
- Comments and articles submitted to a Town of Flower Mound blog shall be moderated by an authorized blog moderator trained and assigned by the department creating and maintaining the blog.
- Blog Article and Comment Review: All blog articles and comments shall be reviewed and approved by an authorized blog moderator before posting on a Town of Flower Mound blog.
- All blog articles and comments submitted for posting with attached content shall be scanned using antivirus technology prior to posting.

- The linked content of embedded hyperlinks within any Town of Flower Mound blog articles or blog comments submitted for posting shall be evaluated prior to posting.