



## MEMORANDUM

**To:** Mayor and City Council

**Through:** Mike Land, City Manager

**From:** Hannah Cook, Chief Communications Strategist

**Date:** April 26, 2022

**Reference:** Consider approval of a Resolution adopting Social Media Best Practices & Guidelines for Elected and Appointed Officials; and authorizing the Mayor to sign.

**2040:** Sustainable Government

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### **Introduction:**

Technology is integral to daily life, and social media is a popular way to communicate and connect with people both personally and professionally. It is important for elected officials and other City representatives to be knowledgeable of social media best practices, considerations, and potential impacts. For this reason, staff has drafted Social Media Best Practices & Guidelines that provide recommendations for elected and appointed officials using personal or professional social media platforms and propose a Resolution, in alignment with the Code of Ethics, to adopt the guidelines.

### **Background:**

Staff researched social media best practices and trends for elected/appointed officials both nationwide and in the region. Cities across Texas and throughout the nation are increasingly looking to adopt language outlining appropriate social media use or guidelines for elected/appointed officials. Per Council's direction, staff has drafted Social Media Best Practices & Guidelines that provide background information and social media recommendations intended to help ensure that any City-related information published is accurate, professional, and in alignment with the Texas Public Information Act and the City's Code of Ethics. If the Resolution adopting the Social Media Best Practices & Guidelines for Elected and Appointed Officials is approved by City Council, these guidelines will be shared with newly elected/appointed officials as part of the orientation process.

### **Legal:**

Both the proposed Social Media Best Practices & Guidelines for Elected and Appointed Officials and the Resolution adopting the Best Practices & Guidelines has been reviewed by the City Attorney.

### **Fiscal Impact:**

N/A



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**Recommendation:**

Staff recommends approval of the Resolution adopting Social Media Best Practices & Guidelines for Elected and Appointed Officials.