

RESOLUTION NO. 23-04

AN RESOLUTION OF THE CITY OF TAFT, TEXAS, ESTABLISHING, ADOPTING, AND IMPLEMENTING THE CITY OF TAFT SOCIAL MEDIA AND COMMUNICATIONS POLICY; PROVIDING A REPEALING CLAUSE; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, it is important that the City establishes, adopts and implements a Social Media and Communications Policy that effectively communicates how information is disseminated to the public; and,

WHEREAS, given today's technology and the use of social media sites for government purposes, it is in the best interest that the Social Media and Communications Policy, attached hereto as Attachment "A" be adopted; and

WHEREAS, the City Council is authorized to establish, adopt, and implement policies that promote good government and effectively meet the needs of the City and its residents.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TAFT, TEXAS:

Section 1. That the recitals contained in the preamble hereto are hereby found to be true and such recitals are hereby made a part of this Resolution for all purposes and are adopted as a part of the judgment and findings of the Council.

Be it further found, the City Council of Taft, Texas hereby establishes, adopts, and implements the City of Taft Social Media and Communications Policy appended hereto as Attachment "A".

Section 2. Repealer. This resolution shall be cumulative of all other resolutions of the City of Taft, and this resolution shall not operate to repeal, or, affect any other resolutions, insofar, as the provisions thereof might be inconsistent or in conflict with the provisions of this resolution; in which event such conflicting provisions, if any, are hereby repealed. The repeal or amendment of any resolution, or, part of any resolution effectuated by the enactment of this resolution, shall not be construed as abandoning any action now pending under, or, by virtue of such resolution, as discontinuing, abating, modifying, or affecting any rights of the City of Taft under any section or provisions of any resolutions in effect at the time of passage of this resolution.

Section 3. Severability. It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs, and sections of this resolution be severable, and, if any phrase, clause, sentence, paragraph, or section of this resolution shall be declared invalid by judgment or decree of any court of competent jurisdiction, such invalidity shall not affect any of the remaining phrases, clauses, sentences, paragraphs, or sections of this resolution and the remainder of this resolution shall be enforced as written.

Section 4. That it is officially found, determined and declared that the meeting at which this Resolution is adopted was open to the public and public notice of the time, place, and subject matter of the public business

to be considered at such meeting, including this resolution, was given, all as required by Chapter 551, as amended, of the Texas Government Code.

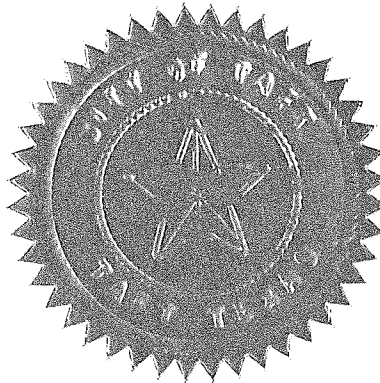
Section 5. Effective Date. This Resolution will take effect upon its adoption by the City Council and publications requirements as required by law.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF TAFT, TEXAS, THIS 15th DAY OF AUGUST, 2023.

By: *Randy Powell*
Randy Powell, Mayor

ATTEST:

Molly Topper
Molly Topper, City Secretary



ATTACHMENT "A"



City of Taft Social Media and Communications Policies and Procedures

SECTION 1 POLICY

1.1 This document identifies the policies and procedures utilized by the City of Taft to disseminate and regulate information to audiences on behalf of the City of Taft, TX.

1.2 To provide guidelines for how the City's various communication channels may be used and the types of information that may be provided through those channels.

SECTION 2 PURPOSE

2.1 The mission of the City of Taft is to enable citizens, staff and media in the sharing of information regarding city news and special events; and facilitate understanding of local and regional issues that impact Taft.

2.2 All City communication platforms including website, social media, app based and publications are for information on city government, city services, emergency messaging and city-produced or sponsored special events.



SECTION 3 SCOPE

These policies and procedures apply to all City of Taft civilian departments and are not applicable to the Taft Police Department, the Taft Volunteer Fire Department, or elected officials, who maintain their own messaging policies.

SECTION 4 MEDIA RELATIONS

4.1 The City Manager of the City of Taft serves as the coordinator for the release of information to the media and to the general public. Information is released to the media via news releases, media advisories and/or news conferences. Information to the public is released via city publications both printed and electronic, city website, city social media sites and Savvy Citizen.

4.2 The City Manager is the primary spokesperson for the City and assigns other designate representatives to speak to the media (if applicable).

4.3 Press and Media Releases on city news and events are coordinated through the City Manager's Office.

4.4 All non-emergency media interviews and non-press conference Q&A's will be conducted via email and with the media agency submitting a list of question to the City Manager or their designee at citymanager@cityoftaft.net. Any media outlet attempting to engage in "ambush" style reporting, will be directed to this policy for guidance on obtaining answers to questions.



SECTION 5 CRISIS COMMUNICATIONS

5.1 The Emergency Operations Coordinator collaborates with Mayor, Chief of Staff, and City Manager and shall administer any Crisis Communication Plans. The City Manager or their designee, Webmaster and Taft Police Department PIOs are responsible for disseminating information appropriately.

5.2 In the event of a crisis situation, the City Manager or their designee will work with the Emergency Management Coordinator, Public Safety officials and the Mayor to provide information to residents and media.

SECTION 6 CITY WEBSITE

6.1 The City Manager or their designee and Webmaster are responsible for overseeing content for the city website, working in conjunction with the City Manager's office, IT Department and content editors identified by Directors of applicable City departments.

6.2 The City Manager or their designee will provide assistance to City departments in terms of content management strategy; content management system training and permissions established on the website and applicable social media.

6.3 Content of the city website: www.cityoftaft.us and www.tafttx.gov will also reflect news and information on City services, City government and City-sponsored events and programs. Links on the City website will be provided only to other government websites or non-profit agencies providing a direct service to residents through an agreement with the city.



SECTION 7 SOCIAL MEDIA

7.1 The City of Taft-City Hall official Facebook account provide information to residents on city news, city government, city services and city events. The City Manager or their designee will act as the primary administrator for the approved social media pages and platform(s). Content for the platform(s) is provided by the designated department representatives whose members represent City departments and post on behalf of their respective departments.

7.2 The City Manager or their designee, as primary administrators; have the authority to edit, approve and post information as necessary for all City departments.

7.3 Official City of Taft social media accounts may only be linked to employees work emails, ie: xxxxxxx@cityoftaft.net or xxxxxxx@tafttx.gov. Use of personal emails linked to city social media profiles will not be permitted.

7.4 All official City of Taft social media accounts must be registered with the City Manager's office and linked to the City of Taft's Archive Social record retention software.

7.5 The private or direct messaging features on all official City of Taft social media accounts (Facebook, Facebook Messenger, Instagram DM, Twitter DM, etc) shall remain disabled.

7.6 City of Taft personnel are prohibited from accessing or installing Tik-Tok to any city owned electronic device.