



Personnel Policies

CITY OF WESLACO,
TEXAS

SOCIAL MEDIA SITES

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The City intends to maintain excellent communications with the general public. However, the City has an overriding interest in determining what content (e.g., text, audio, phonographs, video) is communicated via its Social Media Sites (SMS) such as Facebook, twitter, LinkedIn and Flickr as to foster a healthy democratic discussion of municipal issues, events and priorities. The City's SMS presences are an extension of its public information function.

The City's Information Technology (IT) Department is primarily responsible for monitoring public content. Comments and/or opinions are forwarded to the appropriate municipal department for further review and /or action. Public comments are welcome.

Service requests or information requests should use:

- Citizen Request Management System (CRM): Routine communications and/or requests for public services should be directed to the appropriate department by using
- Weslacotx.gov: Other requests for information, forms, and data, other documents or on-line service should be directed to the City's website (weslacotx.gov)
- Concerns or comments about individual employees should be forwarded to the Human Resources Department.

Privacy: No personal private information is allowed on the City's SMS. Only public information and/or comments are permitted. The public should not post private, personal information. The City reserves the right to redact, restrict, and/or remove private, personal information. There should be no expectation of personal privacy on the City's SMS.

Content: The public is encouraged to participate in the life of their City. The City has created a virtual space to foster discussion of issues in a civilized manner. Content on the City's SMS is subject to regular, periodic monitoring to ensure compliance with the City's policies. Consistent with the City's policies and/or state or federal laws content may be redacted, restricted, and/or removed, in whole or in part, without advance notice. Content subject to this action includes but is not limited to:

- Hate speech (any type including a protected status)
- Obscene speech (e.g., profane language, pornography)
- Offensive speech
- Political speech (e.g., endorsement of political candidates or campaigns)
- Inciteful comments advocating violence or illegal activities
- Threatening or harassing comments (e.g., cyber-stalking, bullying)
- Information that may compromise public safety or security
- Defamatory comments or personal attacks
- Personnel comments on employees
- Inaccurate, incomplete or misleading information or comments
- Personal information
- Commercial advertising or solicitations
- Intellectual property violations (e.g., copyright or trademarks)
- Irrelevant, random, unintelligible or out of context comments

Defamation: Individuals making defamatory comments (e.g., slanderous or libel) may be personally liable. Defamatory comments that demonstrate actual malice toward public officials may be actionable.

Enforcement: The City reserves all rights to administer its SMS including the right to remove restrict and/or redact opinions and/or comments inconsistent with its policies. Any content removed, (including the time, date and identity of the poster) will be retained for a reasonable period of time. The City also reserves the right to deny complete or partial access to its SMS to any person violating the City's SMS policies at any time without prior notice.

Liability: The City is not responsible for content posted by the public to its SMS. The City, nor its employees, licensors or contractors are responsible for any damages caused by delays in such removal.

Linking: The public assumes all risk with any links to other SMS or websites. Links included in the public's posts are the sole opinion of the public and do not constitute an endorsement by the City.

Public Information: Public posts may be public record and subject to the Texas Open Records Act. Retention requirements apply regardless of the form of the record (e.g., text, photos, audio, and video).