

RESOLUTION CC-2024-38

“A RESOLUTION ADOPTING A SOCIAL MEDIA POLICY FOR GENERAL ADMINISTRATION OF OFFICIAL CITY SOCIAL MEDIA SITES AND ADOPTING A SOCIAL MEDIA POLICY FOR EMPLOYEES FOR THE CITY OF STILLWATER, OKLAHOMA AND RELATED ENTITIES.”

WHEREAS, the City of Stillwater utilizes official social media sites to discuss matters of public interest and to serve as a means to keep citizens and visitors updated on information and events happening throughout the City; and

WHEREAS, 74 O.S. § 840-8.1 requires that political subdivisions that utilize social networking and social media adopt a social media policy that applies to the use of social media by its employees for work purposes to discourage abusive or offensive online behavior; and

WHEREAS, the City has established a Social Media Policy for General Administration of the official social media sites which will be available on the City's website and applicable social media sites and forums; and

WHEREAS, the City has also established a Social Media Policy for Employees establishing general social media use guidelines; and

WHEREAS, the City Council deems it to be in the best interest of the City to adopt Social Media Policies;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STILLWATER, OKLAHOMA, AS FOLLOWS:

1. The attached Social Media Policy General Administration is hereby adopted.
2. The attached Social Media Policy Employees is hereby adopted.

APPROVED AND ADOPTED THIS 16<sup>TH</sup> DAY OF DECEMBER, 2024.



  
WILLIAM H. JOYCE, MAYOR

ATTEST:

  
TERESA KADAVY, CITY CLERK

APPROVED AS TO FORM AND LEGALITY THIS 16<sup>TH</sup> DAY OF DECEMBER, 2024.

  
KIMBERLY CARNLEY, CITY ATTORNEY

## **City of Stillwater Social Media Policy General Administration**

The Official City of Stillwater (“City”) social media sites are created by the City and administered by City employees designated by the City Manager. Official City social media sites are limited public forums created to discuss matters of public interest and to serve as a means to keep citizens and visitors updated on information and events happening throughout the City. The City encourages dialogue with the public on social media sites and encourages comments, questions, and concerns. To maintain a professional and user-friendly online environment and to better monitor public information, administrative regulations and expectations are set forth below for all City of Stillwater social media site users.

Users who submit content to City social media sites agree they have read, understand, and agree to the below terms and conditions by virtue of such use. The administrative regulations and expectations for City social media sites is readily available on applicable web pages and forums.

### **General Administration:**

1. City social media sites shall be used for the purpose of providing information to users on matters of public interest and about City information and events. Users are advised that City social media sites are not the appropriate avenue to report emergencies, or time-sensitive issues, or to conduct business with the City.
2. Links to all social media sites of the City shall be listed on the City’s official website.
3. The City’s website, <https://stillwaterok.gov/>, is the primary online location for content regarding City business, events, and services. Whenever possible, links within the social media sites will direct users to the City’s website for more information, forms, documents, or online services necessary to conduct business with the City of Stillwater.
4. Employees who use social media or social networking sites for work purposes are discouraged from engaging in abusive or offensive online behavior which specifically includes the sharing of content or comments by employees containing the following:
  - i. Obscene sexual content or links to obscene sexual content;
  - ii. Abusive behavior and bullying language or tone;
  - iii. Conduct or encouragement of illegal activity; and
  - iv. Disclosure of information which are required to be kept confidential by law, regulation, or internal policy.

### **Social Media Use Regulations & Expectations:**

The City of Stillwater reserves the right to restrict or remove content that is deemed in violation of these regulations or violates any applicable laws or regulations. When posting or commenting on official City social media sites, the following types of postings or comments are strictly prohibited at all times. The following is a representative list and is not intended to be all-inclusive.

1. Obscene sexual content or links to obscene sexual content
2. Profane, obscene, violent, or threatening language
3. Personal attacks of any kind
4. Content that directly promotes or advocates violence or the threat of violence
5. Conduct or encouragement of illegal activity
6. Solicitations, advertisements, endorsements, promotions of commerce, particular services, or products
7. Spam or unrelated links to other sites
8. Comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, gender, marital status, sexual orientation, genetics, status with regard to public assistance, national origin, physical or intellectual disability
9. Confidential or non-public information
10. Content that is clearly off-topic
11. Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations

### **User Inquiries or Objections**

User inquiries or objections should be submitted in writing pursuant to the following procedure:

1. User may submit an inquiry or protest in writing specifically identifying the concern or complaint including any supporting documentation or other pertinent information substantiating the concern or complaint. The inquiry or complaint shall be emailed to the Communications Director at [news@stillwaterok.gov](mailto:news@stillwaterok.gov). Please include “Social Media Inquiry/Objection” in the subject line. The Communications Director will investigate the concern and review the findings with necessary staff representatives. The Communications Director will then reply in writing within five (5) working days of the date the inquiry or concern is received.
2. If the user is not satisfied with the Communications Director’s written reply, an appeal may be made in writing within five (5) working days to the City Manager. The City Manager will review the concern and any related information or documentation. The City Manager will provide findings and a decision within ten (10) working days following the date of receipt of the written appeal. The decision of the City Manager shall be a final decision on the matter.

**City of Stillwater  
Employee Social Media Policy**

Social media, including networking sites and blogs, are increasing in popularity and activity. The City of Stillwater ("City") believes that social media can assist in raising visibility and support for its business. The City is also aware that social media is not used exclusively for the City's business and that employees are utilizing blogs and social networking sites for personal use. However, it is important to keep in mind that what is posted is traceable and permanent.

When employees create their own blogs, comment on a blog, create a LinkedIn profile, X, use Facebook, Instagram, and/or contribute to or through any of the other online media (i.e., Wikis, blogs, chat rooms, Internet forums, electronic mailing lists, etc.), they are impacting their personal image and potentially impacting the City. If your online profile indicates that you work for the City, then that activity is associated with the City. Therefore, the City asks all employees to follow the guidelines below regarding online behavior.

The sites covered in this policy include any electronic form of communication, including social networking sites such as Facebook and Instagram; professional networking sites such as LinkedIn; and live blogging tools like X, as well as employee's personal blogs and those hosted by other organizations that you either author or where you post comments.

**Social Media Use Guidelines:**

Follow these guidelines when creating and/or publishing work-related or non-work-related content online:

1. **Maintain confidentiality.** Never divulge proprietary or confidential information about the City, our employees, or our clients.
2. **Represent yourself accurately.** If you are participating in an online community or commenting on topics related to City business, you must make it clear that you are speaking for yourself and not on behalf of the City.
3. **Be accurate.** When posting content, your overall goal should be to provide value through accurate information. You may not post anything that is knowingly false.
4. **Be respectful.** Respect the opinions of others. You may have disagreements, but please make your opinions respectfully. The City does not tolerate intimidating or threatening comments.

Please keep the following guidelines in mind regarding your online identity:

1. Follow the rules regarding the use of City email outlined in the City's Personnel Policies.
2. Even when using social media sites on a personal basis, please remember to follow the City's policies prohibiting threats and intimidation.
3. The City is not interested in limiting your ability to participate in personal social networks with a personal email address outside of the workplace. However, what you publish on these sites should never be attributed to the City. Please make it clear that you are speaking for yourself. Furthermore, even if you do not mention the City, that information is readily ascertainable and could reflect poorly upon you and the City. Please use common sense when making online comments, even if you intend for them only to be personal in nature. If you choose to use your work affiliation on a social network, then you should regard all communication on that network as you would in a professional network.
4. Be aware of your association with the City in online social networks. If you identify yourself as a City employee, ensure your profile, photographs, and related content is consistent with how you wish to present yourself with colleagues and clients.
5. As they are in the public domain, the City reserves the right to monitor social media sites and blogs.
6. Any violators of this Policy will be subject to disciplinary action, up to and including termination.