

AR 22-01
CITY OF HOBBS SOCIAL MEDIA PAGE MANAGEMENT POLICY

Section 1. Purpose

This policy establishes the direction of social media interactions of the City of Hobbs and its departments with the public. This policy applies to the use of social media accounts created and maintained on behalf of the City of Hobbs or any of its departments.

While this policy does not directly address the City of Hobbs' employees' personal social media accounts, employees are encouraged to use discretion in their usage of social media. It should be noted that in certain specific instances, an employee's statements made on social media may adversely affect their employment with the City of Hobbs.

Section 2. Eligibility

This Administrative Regulation will apply to all City of Hobbs employees, page managers, administrators, editors, moderators, advertisers, analysts, and anyone with login credentials for any City of Hobbs' social media pages and accounts.

Section 3. General Policy

- This policy applies to all social media pages
- This policy supersedes any departmental policy established by City of Hobbs departments.
- The City of Hobbs' social media accounts are primarily focused on explaining and/or promoting events, programs, activities, and laws, held or conducted, by the City of Hobbs and its departments.
- All City of Hobbs departments must obtain approval from the City Manager prior to establishing a social media account for their individual department(s). The City Manager has the sole discretion to deny a request to establish or maintain a social media account for any City of Hobbs department. The City Manager may also, at any time, require that an established social media account for any City of Hobbs department cease to exist.
- All City of Hobbs social media accounts will be linked with ArchiveSocial so that each account's activity may be archived.
- Upon request and approval, the City of Hobbs may share to its accounts the information provided by its outside partners about these entities' activities and events.

- The communications director will have login access to each social media account as a page manager for purposes of preserving the integrity and maintaining archiving of these accounts.
- Choosing a page manager for social media accounts run on behalf of City of Hobbs departments is at the discretion of the department head of the represented department.
- An employee who leaves the organization shall surrender all access and will be removed from all City of Hobbs social media accounts. The communications director must be notified of the end of employment by either the former employee's department head or by human resources.
- No contractor or nonemployee of the City of Hobbs may manage a City of Hobbs social media page unless designated for a period of time by the department head and communications director.
- The City of Hobbs may recognize activity on its social media pages from users who can be verified as valid accounts. If it is determined that a communication is from an "unidentifiable individual", their message or comment will be ignored and may be deleted/blocked from the City's page.
 - An example of an "unidentifiable individual" (i.e. "ghost profile") is a profile with no profile picture, a profile picture of an inanimate object or famous person, a profile with no personal information viewable, a profile with minimal activity, or any logical combination or extension of these which is designed to keep the author's identity anonymous.
 - "Unidentifiable individual" does not include a profile that utilizes privacy settings to protect their social media content. This includes individuals that seek to utilize staged profiles to further their individual aims or goals on the City of Hobbs social media and profile pages.
- There will be no posts or activities that contribute to the endorsement of:
 - commercial products, services, or organizations
 - a political candidate or campaign
 - lobbying
 - GoFundMe accounts
 - private fundraisers or events
 - vulgar or abusive language, personal attacks of any kind, derogatory terms targeting individuals or groups, or language aimed at inciting violence.
- The City of Hobbs reserves the right to endorse activities and events conducted with or by its partners or entities endorsed by the City of Hobbs in a capacity outside of social media.

- All page managers, including administrators, editors, moderators, advertisers, analysts, or anyone with login credentials for the City of Hobbs social media accounts, shall respect copyright, fair use, and financial disclosure laws.
- A violation of this policy may result in the removal of content or banning of users from the page at the discretion of the administrator.
 - Appropriate documentation of banned users must be kept, including screenshots or archives through ArchiveSocial, of any and all violations of the City of Hobbs Social Media Policy for users and page managers, the date(s) of these occurrences, and the violation made.

Section 4. Moderator/Management Responsibilities:

Maximum number of Moderators to three (3) per account. The Communications Director or Communications Department appointee is an addition to this number and not counted as one of the three (3) department Moderators for a total of four (4).

Due to shift changes and schedules, the Hobbs Fire Department may exceed this number to include the chief, deputy chief, battalion chief, fire marshal (or designee within the Fire Prevention Division), and one firefighter per shift.

Due to shift changes and schedules, the Hobbs Police Department may exceed this number to include the chief, deputy chief, captains, and one officer per shift.


- All page managers have a duty to protect credentials.
- No City of Hobbs employee is authorized to function as a moderator of a Facebook page of the City of Hobbs organization or one of its departments without approval from their department head, approval from the director of communications, and their acknowledgment and signature on this form.
- No connection to a City account from a personal account will be allowed unless approved by the employee's department head, the director of communications, or a designee of either of these positions.
- A moderator may be called as a witness as a result of litigation regarding social media use on behalf of the City of Hobbs.

Section 5. Violations

It is important to understand that the City of Hobbs aims to protect freedom of speech while honoring the City of Hobbs brand, marketing strategies, and aims of its departments. Importantly, a violation of this policy may constitute "cause" for employee discipline and removal

of the employee's authority related to City of Hobbs social media accounts. In addition, a violation of this policy may result in the removal of a department's social media account.

For more information about the City of Hobbs Social Media Policy, you may contact the City of Hobbs Communications Department at (575)391-4169.



Manny Gomez, City Manager

3-9-2022

Date

By signing below, I acknowledge that I have read AR 22-01 and was given the opportunity to ask questions to ensure my full understanding.

Printed Name & ID: _____

Department: _____

Signature

Date