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1 WHEREAS, City social media posts should be true, helpful, and necessary;
2 if a post does not meet all three criteria, it should not be made public; and

3 WHEREAS, all City employees are responsible for protecting the credibility
4 and integrity of the City and its Departments – a responsibility that is
5 particularly important in social media environments; and

6 WHEREAS, inappropriate use of social media by the City of Albuquerque
7 can erode the City’s relationship with the public, which is especially
8 detrimental when social medial is misused by public safety-related City
9 Departments; and

10 WHEREAS, official postings and information provided by the City via social
11 media channels should help foster and maintain the public trust; and

12 WHEREAS, Administrative Instruction No. 1-19, Social Media Policy (2022)
13 addresses many important issues related to social media use; however, in
14 light of repeated occurrences of inappropriate social media use, additional
15 guidance should be developed to ensure that these communications are
16 effective, professional, and align with public expectations.

17 **BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF**
18 **ALBUQUERQUE:**

19 **SECTION 1.**

20 **A. The City Administration is directed to develop a comprehensive social**
21 **media policy to ensure that City social media accounts are used**
22 **appropriately. The policy shall include, at a minimum, the following:**

- 23 1. ***Behavioral Expectations:*** Outline the expected standards of
24 behavior on social media, including respectfulness,
25 professionalism, and adherence to the City’s values.
- 26 2. ***Content Specifications:*** Specify of the types of content that are
27 appropriate (e.g., public service announcements, event
28 promotions, emergency information) and what should not be
29 posted (e.g., personal opinions, personal attacks, argumentative
30 or confrontational responses.
- 31 3. ***Prohibition on Personal Attacks:*** Explicitly require that City social
32 media accounts refrain from posting personal attacks, arguing

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1 with members of the public, or otherwise posting in a manner that
2 is disrespectful or could erode public trust in the City.

3 4. **Response Guidelines:** Provide guidelines on how to appropriately
4 and respectfully respond to comments and messages, including
5 handling negative, misleading, or inflammatory posts from
6 members of the public without being confrontational.

7 5. **Monitoring and Review:** Establish a process for monitoring and
8 regularly reviewing all official social media accounts for
9 compliance with the policy.

10 6. **Disciplinary Actions:** Define specific disciplinary actions for
11 misuse of official social media, including retraining, reprimands,
12 suspension, and/or termination, depending on the severity of the
13 incident(s) and whether it is a repeated issue.

14 7. **Restorative Actions:** Outline restorative actions that may be
15 necessary, including strategies for rebuilding public trust,
16 revoking social media privileges, or issuing public corrections or
17 apologies when appropriate.

18 8. **Policy Review:** Set a regular schedule for reviewing and updating
19 social media policies to ensure they remain relevant and effective.

20 **B.** The City Administration is directed to make all social media policies,
21 including but not limited to, the policy required by this Resolution, any
22 Administrative Instructions, and any other relevant policies, easily
23 accessible to the public on the City’s Transparency webpage. The
24 Transparency webpage shall also contain a mechanism for providing
25 feedback on the City’s social media policies and reporting potential
26 violations.

27 **SECTION 2.** Within 30 days of the City Council’s approval of this
28 Resolution, the City Administration shall provide to the Council via Executive
29 Communication, a copy of the policy developed pursuant to this Resolution, a
30 confirmation that the City’s Transparency webpage has been updated, and any
31 other relevant updates regarding official social media use.

32 **SECTION 3. SEVERABILITY.** If any section, paragraph, sentence, clause,
33 word or phrase of this Resolution is for any reason held to be invalid or

1 unenforceable by any court of competent jurisdiction, such decision shall not
2 affect the validity of the remaining provisions of this Resolution. The Council
3 hereby declares that it would have passed this Resolution and each section,
4 paragraph, sentence, clause, word or phrase thereof irrespective of any
5 provision being declared unconstitutional or otherwise invalid.

6 SECTION 4. COMPILATION. SECTION 1 of this Resolution is to be
7 compiled as a new Article 12 in Chapter 3 of the City of Albuquerque Code of
8 Resolutions, titled "Official City Social Media Accounts."

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