

CITY of ALBUQUERQUE

TWENTY SIXTH COUNCIL

COUNCIL BILL NO. R-24-89 ENACTMENT NO. R. 2024 082

SPONSORED BY: Renée Grout

1 RESOLUTION

2 DIRECTING THE CITY ADMINISTRATION TO DEVELOP A SOCIAL MEDIA
3 POLICY THAT ENSURES APPROPRIATE USE OF OFFICIAL CITY SOCIAL
4 MEDIA ACCOUNTS.

5 WHEREAS, when used appropriately, social media can be a valuable tool
6 for the City, helping to meet important objectives such as providing essential
7 information to residents about City news and activities, conducting
8 community outreach, encouraging meaningful dialogue with residents, and
9 promoting civic engagement; and

10 WHEREAS, Public Information Officers (“PIOs”) employed by the City and
11 working for individual City Departments play a crucial role in furthering these
12 objectives through the sharing of information about their departments; and

13 WHEREAS, City Departments serve and represent all City residents, who
14 have diverse opinions and worldviews; and

15 WHEREAS, City employees also have diverse opinions and worldviews.
16 While they are entitled to share their personal views, they should do so under
17 their own names and not under the banner of the City or any City Department;
18 and

19 WHEREAS, it is inappropriate for City Departments, PIOs, or Department
20 heads to use the name of the City of Albuquerque and/or its City Departments
21 to “push back” against individuals’ opinions online; and

22 WHEREAS, it is not the role of our City government to dictate public
23 opinions or discourse; people are entitled to opinions even if we disagree; and

24 WHEREAS, City employees posting on behalf of a City Department or the
25 City as a whole should remember that they are speaking, writing, and acting
26 as “The City of Albuquerque” and not themselves as individuals; and

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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 media 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
21 social 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 behavior
24 on social media, including respectfulness, professionalism, and adherence to
25 the City’s values.

26 2. *Content Specifications*: Specify of the types of content that are
27 appropriate (e.g., public service announcements, event promotions,
28 emergency information) and what should not be posted (e.g., personal
29 opinions, personal attacks, argumentative or confrontational responses).

30 3. *Prohibition on Personal Attacks*: Explicitly require that City social
31 media accounts refrain from posting personal attacks, arguing with members
32 of the public, or otherwise posting in a manner that is disrespectful or could
33 erode public trust in the City.

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

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

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

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

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

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

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

28 SECTION 3. SEVERABILITY. If any section, paragraph, sentence, clause,
29 word or phrase of this Resolution is for any reason held to be invalid or
30 unenforceable by any court of competent jurisdiction, such decision shall not
31 affect the validity of the remaining provisions of this Resolution. The Council
32 hereby declares that it would have passed this Resolution and each section,

1 PASSED AND ADOPTED THIS 18th DAY OF November, 2024
2 BY A VOTE OF: 8 FOR 1 AGAINST.

3
4 FOR: Baca, Bassan, Champine, Grout, Lewis, Peña, Rogers, Sanchez
5 AGAINST: Fiebelkorn
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8 _____
9 Dan Lewis, President
10 City Council
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14 APPROVED THIS _____ DAY OF _____, 2024
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18 Bill No. R-24-89
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23 _____
24 Timothy M. Keller, Mayor
25 City of Albuquerque
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27 ATTEST:
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30 _____
31 Ethan Watson, City Clerk
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City of Albuquerque

Office of the City Clerk

Timothy M. Keller, Mayor

Ethan Watson, City Clerk

Interoffice Memorandum

December 5, 2024

To: CITY COUNCIL

From: Ashley Santistevan, Records Center Manager

Subject: BILL NO. R-24-89; ENACTMENT NO. R-2024-082

I hereby certify that on December 5, 2024, the Office of the City Clerk received Bill R-24-89 as signed by the president of the City Council, Dan Lewis. Enactment No. R-2024-082 was passed at the November 18, 2024 City Council meeting. Mayor Keller did not sign the approved Resolution within the 10 days allowed for his signature and did not exercise his veto power. Pursuant to the Albuquerque City Charter Article XI, Section 3, this Resolution is in full effect without Mayor's approval or signature. This memorandum shall be placed in the permanent file for Bill No. R-24-89.

Sincerely,

Ethan Watson
City Clerk