# CITY OF HEARNE

209 Cedar Hearne, Texas 77859
(979) 279-3461 Fax: (979) 279-2431

**CITY OF HEARNE**
**CITY COUNCIL MEETING**
**TUESDAY, APRIL 18 , 2017**
**COUNCIL CHAMBERS BUILDING A**
**6:00 P.M.**

**MEETING CALLED TO ORDER**

1. **DETERMINATION OF QUORUM**

2. **PUBLIC COMMENTS – AGENDA ITEMS**

**Pursuant to Council Rules any Member of the Public Wishing to Address an Item on the Agenda Must Sign in With The City Secretary Prior to Commencement of the Meetings. Comments shall be Limited to Three (3) Minutes**

3. **DISCUSS AND/OR TAKE ACTION**

   a. **TO APPROVE MINUTES FROM COUNCIL MEETING OF SEPTEMBER 20, 2016; SPECIAL COUNCIL MEETING OF SEPTEMBER 26, 2016; COUNCIL MEETING OF OCTOBER 18, 2016; COUNCIL MEETING OF NOVEMBER 1, 2016; COUNCIL MEETING OF NOVEMBER 15, 2016; COUNCIL MEETING OF DECEMBER 06, 2016; COUNCIL MEETING OF JANUARY 03, 2017; COUNCIL MEETING OF JANUARY 17, 2017; COUNCIL MEETING OF FEBRUARY 07, 2017; COUNCIL MEETING OF FEBRUARY 21, 2017; AND COUNCIL MEETING OF MARCH 07, 2017.....VOICE VOTE**

   b. **TO APPROVE BILLS PAID DECEMBER 01, 2016 THROUGH DECEMBER 15, 2016; DECEMBER 16, 2017 THROUGH DECEMBER 31, 2016; JANUARY 01, 2017 THROUGH JANUARY 12, 2017; JANUARY 13, 2017 THROUGH JANUARY 31, 2017; FEBRUARY 01, 2017 THROUGH FEBRUARY 16, 2017; FEBRUARY 17 THROUGH FEBRUARY 28, 2017; MARCH 01, 2017 THROUGH MARCH 18, 2017; MARCH 19, 2017 THROUGH MARCH 31, 2017; AND, APRIL 01, THROUGH APRIL 15, 2017.....VOICE VOTE**

   c. **TO ALLOW LUCY HERNANDEZ (GONZALES) TO PLACE A MANUFACTURED HOME AT 101 EAST HALL STREET, HEARNE, TEXAS 77859.....VOICE VOTE**

   d. **TO ACCEPT THE CONTRACT PROPOSAL FROM BRAZOS VALLEY WIFI TO PROVIDE INTERNET FOR THE CITY OF HEARNE.....VOICE VOTE**

4. **PUBLIC COMMENTS – NON-AGENDA ITEMS**

**Pursuant To Council Rules, Comments Shall Be Limited To Three (3) Minutes. In Accordance With The Open Meetings Act, Council Is Prohibited From Acting Or Discussing (Other Than Factual Responses To Specific Questions) Any Items Brought Before Them At This Time**

5. **ADJOURNMENT**

**John Naron, Interim City Manager** **Linda Pecina, City Secretary**

**Posted** Apr 14 **2017** 12:25 **P.M.**

The City Council reserves the right to retire in to Executive Session concerning any of the items listed on the agenda whenever considered Necessary and legally justified under the Open Meeting Act (OMA) (Texas Government Code 551.001 ET. Seq.) If you plan to attend the Public Meeting and you have disability that requires special arrangements at the meeting, please contract City Hall, at 979-279-3461 no later than 8 business hours before the scheduled meeting. Reasonable accommodations will be made to assist your needs

Executive sessions held during this meeting will generally take place in Building A, at the discretion of the City Council.

The City Council may retire to executive session any time between the meeting's opening and adjournment for the purpose of consultation with discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas

The City Council may retire to executive session any time between the meeting's opening and adjournment for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code; and/or deliberation regarding the deployment, or specific occasions for implementation of security personnel or devices pursuant to Chapter 551.076 of the Texas Government Code. Action, if any, will be taken in open session.

This agenda has been reviewed and approved by the City's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney that the items discussed therein may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion

Attendance By Other Elected or Appointed Officials:
It is anticipated that members of other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that board, commission or committee subject to the Texas Open Meetings Act.

Ruben Gomez, Mayor RG

This is to certify that a copy of this agenda for this meeting was posted on the bulletin board located at the City Municipal Building on 4/14/17, 2017, at 12:25 PM pursuant to Section 551.041, Government Code.

Linda Pecina, City Secretary LP

The City of Hearne is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the City Secretary's Office at 979/279-3461 for information. Hearing-impaired or speech-disabled persons equipped with telecommunications devices for the deaf may call 7-1-1 or may utilize the statewide Relay Texas program at 1-800-735-2988.

2-F-9- Two-Family Dwelling District: Two-family or duplex dwellings will play a more dominant role in the future development of the City of Hearne, as the City increases in population. This district is appropriate for and is intended to be used for two-family dwelling units designed as part of a residential neighborhood.

MF- Multiple Family Dwelling District: This district provides for the development of medium density apartment areas suited for a suburban community where garden or family type apartment units will dominate this type of development. The area regulations are designed to protect the residential character and to prevent the overcrowding of the land by providing minimum standards for building, spacing, yards, off-street parking and coverage. It is anticipated that additional areas may be designated in the MF District from time to time in the future where such change is appropriate and access and utility services can reasonably accommodate the increased density. These districts should be located in close proximity to major thoroughfares and preferably adjoin business zoned property.

NR- Neighborhood Retail District: This district is a limited retail category intended for use near neighborhood areas for purposes of supplying day-to-day retail needs of the residents such as food, drugs and personal services. The NR Neighborhood Retail District occurs often at limited corner locations in existing developments and is intended for small service areas in new developments.

LR- Local Retail District: The local retail district provides a uniform set of standards for modern shopping centers, development including requirements for permanent screening, off-street parking and building setbacks. Inasmuch as the LR- Local Retail District occurs in close proximity to residential development, building setbacks and screening requirements are included to achieve a compatible relationship between the retail development and the adjacent residential areas which they are intended to serve. It is anticipated that from time to time, additional LR-Local Retail Districts will be applied to the Zoning District Map where such retail service is required to serve developing residential communities. These areas should primarily be located at the intersection of major thoroughfares.

C- Commercial District: Part of the existing strip business development consists of uses related to the automobile, including drive-ins, or curb service catering places, used car lots, repair garages, amusements, and repair and service uses not compatible with retail shopping areas and tend to obstruct and interfere with shopping functions. To accommodate this type of development and to encourage the most appropriate future use of land, the C- Commercial District is provided. This district should be generally limited to freeway frontage or frontage on heavily traveled highways which are part of the City's major thoroughfare system.

I- Industrial District: Industrial development, particularly of the distribution and light processing types, will represent the basic foundation of industrial development within the City of Hearne and is expected in the future as the City continues to increase in population and becomes a more important factor in the metropolitan labor market and as planned freeway development is completed within the general area providing easier access and quicker distribution.

For this purpose, the I- Industrial District was created to permit manufacturing and industrial uses. All types of housing development other than that for caretaker or watchman are excluded from the I- Industrial District.

*CITY OF HEARNE, TEXAS*

# APPLICATION FOR ZONING AMENDMENT, SUPPLEMENT, OR CHANGE (MOBILE HOME - MANUFACTURED HOUSING VARIANCE)

THIS IS A TWO (2) PAGE APPLICATION. BOTH PAGES MUST BE SIGNED FOR THE APPLICATION TO BE VALID

I (We), Lucy Hernandez-(Gonzales) do hereby apply for a permit to request of the City Council an amendment, supplement, or change (mobile - manufactured home variance) to the City of Hearne Zoning Ordinance in accordance with the City Mobile Home Ordinance. By executing this application for permit, I (We) acknowledge the following.

1. That the fee for this permit is $ 15.00 and that the permit, without extension, is valid for ninety (90) days from date of application.

2. That filing this application is not a guarantee that my (our) request for a zoning amendment, supplement, or change (mobile - manufactured home variance) will be approved.

3. That I (We) understand the provisions of the City Charter and all applicable law, statute, and ordinance pertaining to amendment, supplement, or change of the City Zoning Ordinance. That research of applicable law, statute, and ordinance and the cost of such research is my (our) responsibility. That the City Staff is available to advise me (us) on this application; but that the advice given by the City Staff does not constitute legal opinion as to the applicability of any law, statute, and/or ordinance nor factual opinion as to the decisions the City's Planning & Zoning (P&Z) Commission, the City's Board of Adjustment, or the City Council may render.

4. That application to (and possible appearance before) the P&Z Commission is the initial step in any approval process of a zoning amendment, supplement, or change. That I (We) shall be notified of the date the P&Z Commission will meet to consider this application and if I (We) shall be required to appear before the P&Z Commission.

5. That all applicable documentation (maps, drawings, signature lists, statements of purpose, or other instruments), as may be required, shall be completed and on file with the City prior to this application being presented to the P&Z Commission.

6. That the P&Z Commission will consider my (our) application and make a recommendation to the City Council to approve or not approve the request for a zoning amendment, supplement, or change. That the P&Z Commission, before rendering a recommendation, may request and gather additional information and/or may, at its discretion, call one or more public hearings for the purpose of gathering information.

7. That the City Council, upon receipt of a P&Z recommendation for approval or disapproval of a request for a zoning amendment, supplement, or change, must call a public hearing before voting on the request for amendment, supplement, or change. That I (We) may be required to bear the cost of such public hearing.

8. That, should I (We) disagree with the action taken by the City Council, I (We) may appeal the City Council decision to the City's Board of Adjustments. That the decision of the Board of Adjustments shall be final.

9. That the request for a zoning amendment, supplement, or change is time consuming and may take 60 days or more to complete. That approval, if granted, may be for a specified period of time.

10. That this application consists of two (2) pages and that both pages must be signed by the applicant(s). That I (We) have been furnished a copy of this application.

11. That, in the event this request for variance is approved, the mobilehome - manufactured housing affected by the variance will be installed in accordance with the State of Texas Manufactured Housing Standards Act and the City of Hearne Mobile Home Ordinance.

Lucy H. Hernandez 8-5-17

APPLICANT(S) SIGNATURE(S) DATE

Lucy Hernandez (Gonzales)
Applicant(s) Name(s)

407 East 2nd street Hearne, Tx 77859
Applicant(s) Address, City, Zip Code

979-383-3333
Applicant(s) Telephone Numbers - Home and Business

Property affected by the Requested Zoning Amendment, Supplement, or Change

101 East Hall street Hearne, Tx 77859
Location Zone

Purpose of the Requested Zoning Amendment, Supplement, or Change

to put a trailer house on the property

Description of changes that will be evident on/at the Affected Property if the Requested Zoning Amendment, Supplement, or Change is approved.

Additional Comments. (Additional pages, if required, may be attached to this application.)

Lucy N. Hernandez
APPLICANT(S) SIGNATURE(S)

2-5-17
DATE

SIGNATURE OF CITY EMPLOYEE ACCEPTING THE APPLICATION

DATE

951347

FILED FOR RECORD
COUNTY COURT
ROBERTSON COUNTY, TX

95 APR 26 PM 2:05

Mary B Reagan

MARY B. REAGAN, COUNTY CLERK

# WARRANTY DEED WITH LIFE ESTATE

Date: April 25, 1995

Grantor: LUCY D. REYES, a widow

Grantor's Mailing Address: PO Box 126, Wheelock, Robertson County, Texas 77882

Grantee: My children, LUCY GONZALES and HENRY D. REYES, as their sole and separate property, to be held as joint tenants with rights of survivorship

Grantee's Mailing Address: PO Box 126, Wheelock, Robertson County, Texas 77882

Consideration: Ten and No/100 Dollars ($10.00) and other good and valuable consideration—love and affection.

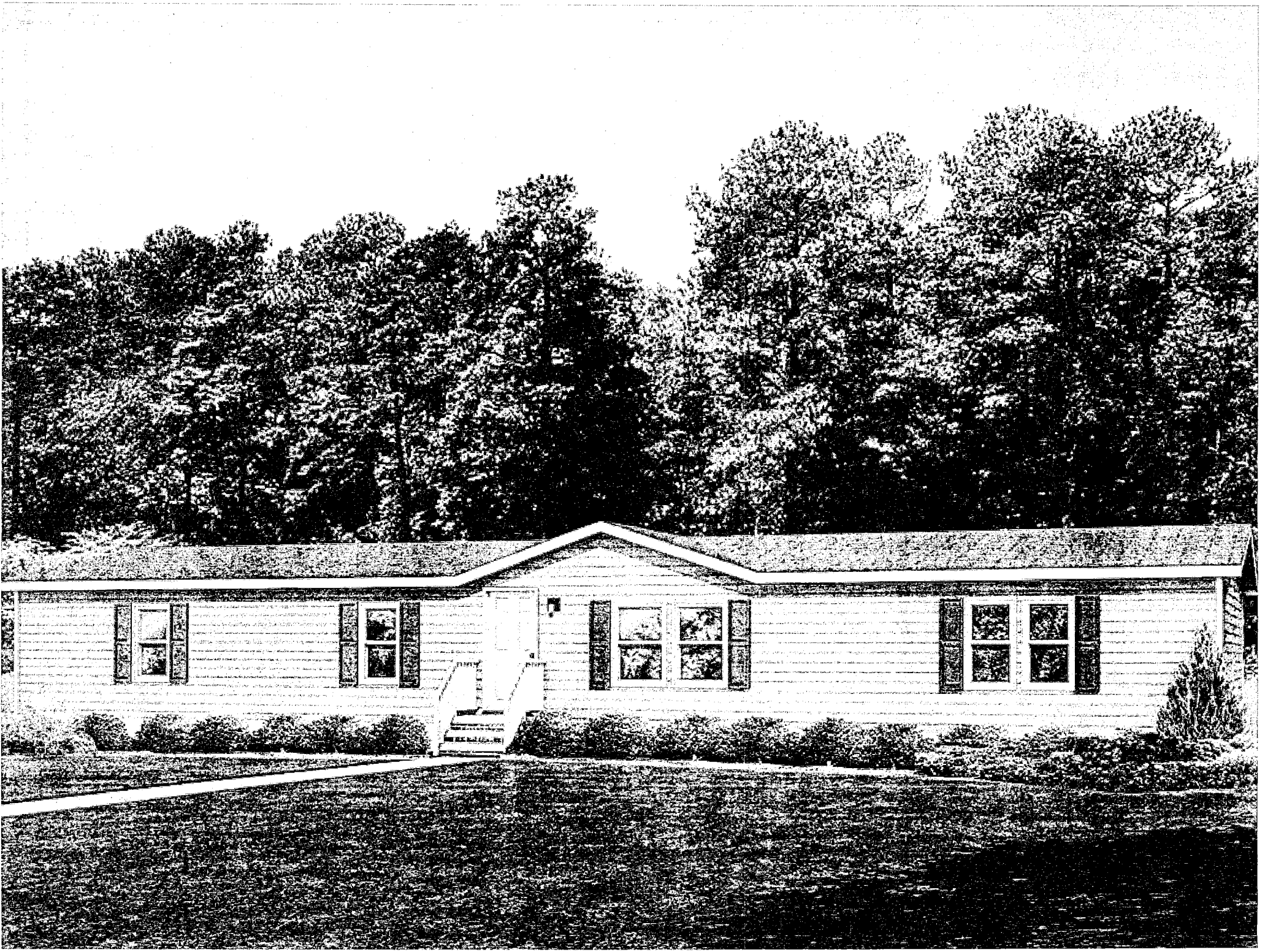
Property (including any improvements):

FIRST TRACT: Being all of those certain tracts and parcels of real property located and situated in the HUGH HENRY SURVEY, Abstract No. 17 in Robertson County, Texas, and being described in two tracts and the said tracts being described by metes and bounds as TRACT ONE and TRACT TWO in the attached Exhibit "A" and reference is hereby made to such Exhibit to incorporate the description herein by metes and bounds as though set out verbatim in this instrument; and being the same tracts of land described in the Deed from William McClure, et ux to W. D. Paskey dated February 26, 1986 and duly recorded in Volume 474, Page 312 of the Public Records of Robertson County, Texas, reference being made to the same for all purposes.

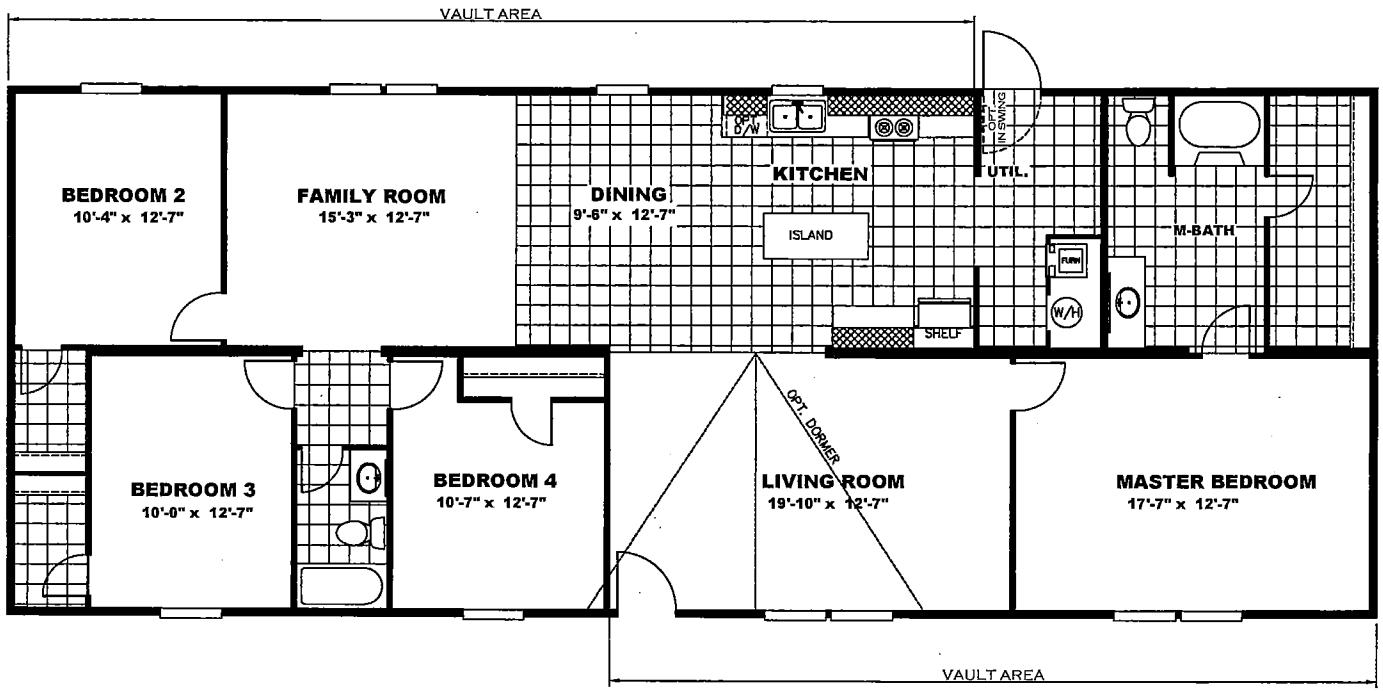
SECOND TRACT: Being all of Lots Five (5), Six (6), and Seven (7), in Block Thirty-Two (32) in the City of Hearne, Texas, according to the Map of the said City as the same appears of record in Volume 1, Page 5 of the Map Records of Robertson County, Texas, reference being made to the same for all purposes.

Reservations from and Exceptions to Conveyance and Warranty:

Life Estate: For Grantor and Grantor's assigns, a reservation of the full possession, benefit, use, rents, revenues, and profits of the property for the remainder of Grantor's life. Grantor retains complete power, without the joinder of any person, to mortgage, sell, transfer, assign, and convey the property; to exchange it for other property; to lease and let the property, including the right to execute and deliver oil, gas, and mineral leases for any term of years ending either before or after Grantor's death; and to invest and reinvest all proceeds from the sale or other disposition of the property. This



# THE TYSON




28'

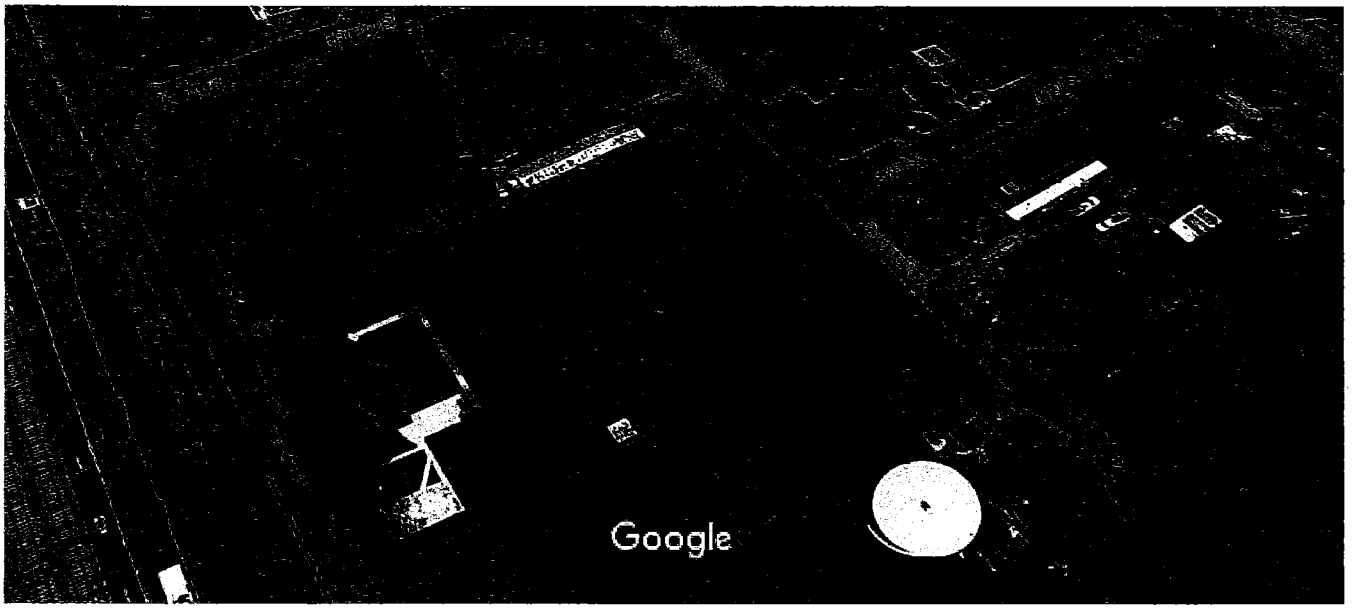
68

1904 Sq Ft

Model #: TRU28684A

28' x 68' THE TYSON

Google Maps S San Antonio St




Imagery ©2017 Google, Map data ©2017 Google 20 ft

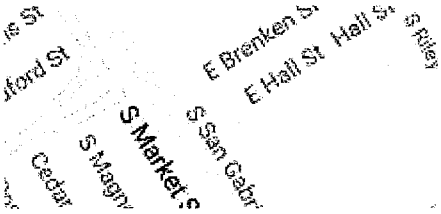
S San Antonio St
Hearne, TX 77859

Google Maps San Antonio St

Image capture: Mar 2013 © 2017 Google

Hearne, Texas

Street View - Mar 2013

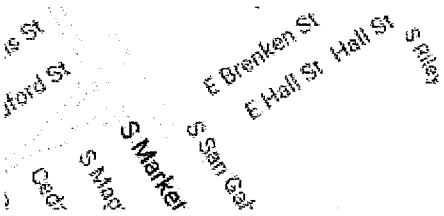


Google Maps 986 S San Antonio St

Image capture: Mar 2013 © 2017 Google

Hearne, Texas

Street View - Mar 2013

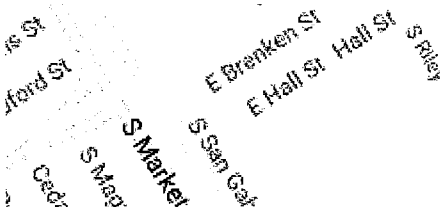


Google Maps 986 S San Antonio St

Image capture: Mar 2013 © 2017 Google

Hearne, Texas

Street View - Mar 2013



Google Maps 1065 San Antonio St

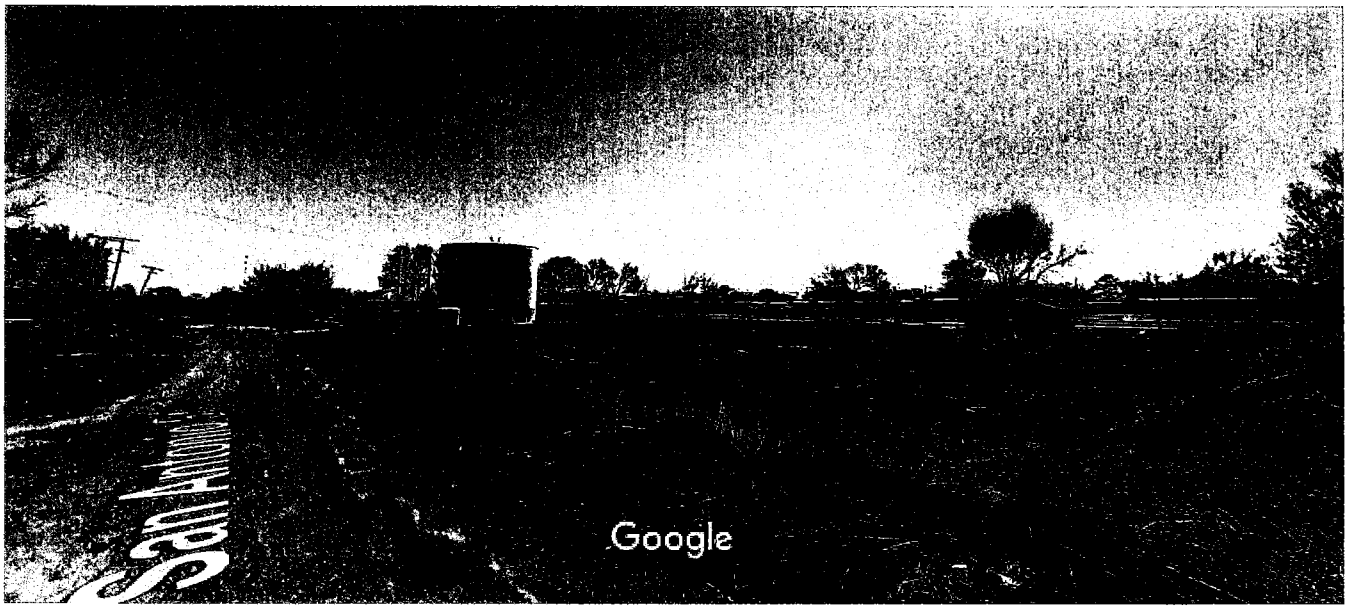
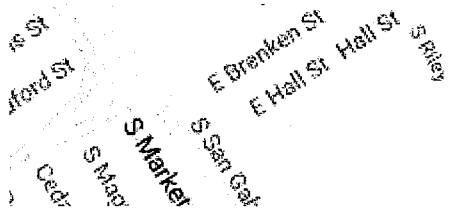



Image capture: Mar 2013 © 2017 Google

Hearne, Texas

Street View - Mar 2013



**CITY OF HEARNE**
**209 Cedar Hearne, Texas 77859**
**(979) 279-3461 Fax: (979) 279-2341**
**Theresa Monroe, Code Enforcement**
**tmonroecodeenf@cityofhearne.com**

# CONSENT TO MOVE MOBILE HOME IN NEIGHBORHOOD

**DATE:** 3-18-2017

I, Mariana Mendiola, **who lives at,**
**(name of neighbor)**

905 S San Antonio St, **do hereby give**
**(address)**

Lucy Hernandez
**(name of person moving in mobile home)**

**permission to move a mobile home into this neighborhood.**

Mariana Mendiola
**Printed Name**

Mariana Mendiola
**Signature**

979-703-3284
**Contact Phone Number (where you can be reached)**

**CITY OF HEARNE**
**209 Cedar Hearne, Texas 77859**
**(979) 279-3461 Fax: (979) 279-2341**
**Theresa Monroe, Code Enforcement**
**tmonroecodeenf@cityofhearne.com**

# CONSENT TO MOVE MOBILE HOME IN NEIGHBORHOOD

**DATE:** 3-18-17

**I,** Juan Valadez **, who lives at,**
**(name of neighbor)**

1102 East Hall **,do hereby give**
**(address)**

Lucy Hernandez
**(name of person moving in mobile home)**

**permission to move a mobile home into this neighborhood.**

Juan G Valadez
**Printed Name**

Juan G Valadez
**Signature**

979 492 4211
**Contact Phone Number (where you can be reached)**

**CITY OF HEARNE**
**209 Cedar Hearne, Texas 77859**
**(979) 279-3461 Fax: (979) 279-2341**
**Theresa Monroe, Code Enforcement**
**tmonroecodeenf@cityofhearne.com**

# CONSENT TO MOVE MOBILE HOME IN NEIGHBORHOOD

**DATE:** 3 18 17

I, Lesley Oliver, **who lives at,**
**(name of neighbor)**

904 S San Antonio, **do hereby give**
**(address)**

Lucy Hernandez
**(name of person moving in mobile home)**

**permission to move a mobile home into this neighborhood.**

Lesley Oliver
**Printed Name**

Lesley Oliver
**Signature**

279 5607
**Contact Phone Number (where you can be reached)**

**CITY OF HEARNE**
**209 Cedar Hearne, Texas 77859**
**(979) 279-3461 Fax: (979) 279-2341**
**Theresa Monroe, Code Enforcement**
**tmonroecodeenf@cityofhearne.com**

# CONSENT TO MOVE MOBILE HOME IN NEIGHBORHOOD

**DATE:** 3-18-2017

**I,** Bonnie Downs **, who lives at,**
**(name of neighbor)**

101 E. Brenken St. Hearne Tx **,do hereby give**
**(address)**

Lucy Hernandez
**(name of person moving in mobile home)**

**permission to move a mobile home into this neighborhood.**

Bonnie Downs
**Printed Name**

Bonnie Downs
**Signature**

979-393-2995
**Contact Phone Number (where you can be reached)**

**CITY OF HEARNE**
**209 Cedar Hearne, Texas 77859**
**(979) 279-3461 Fax: (979) 279-2341**
**Theresa Monroe, Code Enforcement**
**tmonroecodeenf@cityofhearne.com**

# CONSENT TO MOVE MOBILE HOME IN NEIGHBORHOOD

**DATE:** 03-18-17

**I,** Elvia Fernandez **, who lives at,**
**(name of neighbor)**

201 E Hall st **,do hereby give**
**(address)**

Lucy Hernandez
**(name of person moving in mobile home)**

**permission to move a mobile home into this neighborhood.**

Elvia Fernandez
**Printed Name**

Elvia Fernandez
**Signature**

Elvia Fernandez (Spanish only)
**Contact Phone Number (where you can be reached)**

**CITY OF HEARNE**
**209 Cedar Hearne, Texas 77859**
**(979) 279-3461 Fax: (979) 279-2341**
**Theresa Monroe, Code Enforcement**
**tmonroecodeenf@cityofhearne.com**

# CONSENT TO MOVE MOBILE HOME IN NEIGHBORHOOD

**DATE:** 3-17-17

**I,** Angelina Martinez **, who lives at,**
**(name of neighbor)**

206 E. Brenken St. **,do hereby give**
**(address)**

Lucy Hernandez
**(name of person moving in mobile home)**

**permission to move a mobile home into this neighborhood.**

Angelina Martinez
**Printed Name**

angelina Martinez
**Signature**

(979)422-9883
**Contact Phone Number (where you can be reached)**

FYI

BOJORQUEZ
LAW FIRM, PC
TexasMunicipalLawyers.com

# SAMPLE SOCIAL MEDIA POLICY

**8.01. Introduction.**

Given the multitude of concerns (legal, political, and ethical) raised by social networking (Facebook, Instagram, Snapchat, LinkedIn, Twitter, etc.) this Social Media Policy ("Policy") establishes prudent and acceptable practices regarding City officials and employees (personnel) use of the internet.

**8.02. Purpose.**

The City has a legitimate government interest in effective, efficient, and consistent communications with the public. The City also strives to have a productive workplace. Certain activities on the part of its personnel may become a problem if such activities could:

(a) impair the work of any City official or employee; create a harassing, demeaning, or hostile work environment; or

(b) disrupt the smooth and orderly flow of work; or harm the goodwill and reputation of the City among its citizens or in the community.

For these reasons, the City reminds its personnel that the following guidelines apply in their use of social media, while both on and off duty.

**8.03. Disclaimer.**

(a) Under this Policy, the City disavows, and is not responsible for any sites, posts, opinions, or content not coordinated through and approved by the City Administrator.

(b) If City personnel posts data purporting to be on behalf of the City while using a social media site without the prior approval of the City Administrator, the City is not responsible for said posted content, such content is not to be construed as reflecting the views or opinions of the Mayor, City Council or City Staff, and such action may be grounds for disciplinary action.

(c) The absence of explicit reference herein to a particular site does not limit the extent of the application of this Policy. If any City personnel is uncertain, he/she must consult their supervisor before proceeding.

**8.04. General Guidelines**

**(a)** While on duty, the use of City equipment or internet service by personnel must be limited to work-related tasks. Social media activities shall never interfere with work commitments.

**(b)** It shall be a Policy violation for any City personnel to post online content as a representative of the City, or on the City's behalf without the City Administrator's prior approval.

**(c)** All City personnel posting City-related issues online, but not as an approved representative of the City or on the City's behalf, shall explicitly clarify they are speaking for themselves and not on behalf of the City by displaying the following disclaimer: "This is my own opinion and not necessarily the opinion or position held by the City or City Council."

**8.05. Guidelines for Official City Sites**

**(a)** All City-sanctioned social media sites shall be maintained by the City Administrator. Any content to be posted on City-sanctioned social media sites must meet the approval of the City Administrator before it is posted.

**(b)** All personnel that engage in social media activities and/or visit any City-sanctioned social media site on the City's behalf shall adhere to applicable federal, state and local laws, regulations and policies, including the Texas Public Information Act and the records retention schedule. All content must be managed, stored, and retrieved to comply with these laws.

**(c)** Any personnel that posts online content as a representative of the City, or on the City's behalf shall clearly state within said post that said content is subject to all applicable records retention and public disclosure laws. All City-sanctioned social media sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to records retention and public disclosure.

**(d)** Any content posted as representative of the City, or content posted to a City-sanctioned social media site containing any of the following is prohibited:

(1) Comments not topically related to the particular site or blog article being commented upon;
(2) Profane language or content;
(3) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability;
(4) Sexual content or links to sexual content;
(5) Conduct or encouragement of illegal activity;
(6) Information that may tend to compromise the safety or security of the public or public systems;
(7) Content that violates a legal ownership interest of any other party;
(8) Information that is incorrect or misleading;
(9) Information that is in conflict with an approved City policy, ordinance, directive, or plan; and/or
(10) anything else that creates a disruption in the workplace.

**(e)** Content submitted for posting on a City-sanctioned social media site that is deemed unsuitable for posting by the City Administrator because it violates criteria in the preceding item (Item 4, immediately above) of this Policy, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed unsuitable for posting.

**(f)** Any hyperlinks posted on a City-sanctioned social media site shall be accompanied by the following disclaimer: "The City guarantees neither the authenticity, accuracy, appropriateness nor security of the link, website, or content linked thereto."

**(g)** Personnel found in violation of this Policy may be subject to disciplinary action, up to and including termination of employment.

**(h)** Any content posted as representative of the City, or content posted to a City-sanctioned social media site is owned by the City and is subject to the Public Information Act and the record retention schedule.

*This document is a sample that is provided for educational purposes, only. No representations are made regarding its appropriateness or enforceability for any particular situation. Those interested in enacting such policies are encouraged to consult with their city attorney.*

**THE CORPORATION OF THE CITY OF WINDSOR**

**POLICY**

| | | | |
|---|---|---|---|
| Service Area: | **Communications & Customer Service** | Policy No.: | |
| Department: | **Corporate Communications** | Approval Date: | **June 17, 2013** |
| Division: | Office of the City Clerk | Approved By: | **M 247/2013** |
| | | Effective Date: | **June 17, 2013** |
| Subject: | **Social Media Policy** | Procedure Ref.: | |
| | | *Pages:* | Replaces: CR 10/2012 |
| Prepared By: | Mary Rodgers | | Date: January23, 2012 |

## 1. POLICY

**1.1** The City of Windsor is committed to open and transparent communication. The City will communicate to its constituents using a variety of accepted tools, including social media.

**1.2** The City will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent and professional.

## 2. PURPOSE

**2.1** This policy governs the use of corporate social media sites to further the business purposes of the City of Windsor, while protecting and promoting the image of the City.

**2.2** The primary goals of the City's use of social media are as follows:

- **2.2.1** Increase awareness of municipal services
- **2.2.2** Augment existing corporate communication methods and processes
- **2.2.3** Provide an additional mechanism through which the City keeps abreast of customer comments and perceptions regarding the municipality
- **2.2.4** Disseminate time-sensitive information quickly
- **2.2.5** Provide communication through the use of social media's cost-effective tools.
- **2.2.6** Correct misinformation, remedy mistakes, or alter services to build stronger relationships
- **2.2.7** Develop trust and humanize the City
- **2.2.8** Utilize social media analytical tools to help monitor, track and evaluate the City's communications and marketing efforts
- **2.2.9** Provide another method by which stakeholders can engage with the City

**2.2.10** Utilize social media as an additional way to collaborate with the public and other municipalities on mutually beneficial programs and initiatives

## 3. SCOPE

**3.1** This policy applies to social media use for official and authorized City purposes.

**3.2** This policy shall apply to all City employees and others who are authorized to post information on corporate social media sites in an official capacity on behalf of the City. It does not apply to personal use of social media conducted on personal equipment.

**3.3** Social media sites representing the Mayor and City Council are exempt from this policy, as are sites representing Committees of Council, as these bodies are governed by the Code of Conduct for Members of Council. However, employees of the City who are asked to update sites on behalf of Council or their committees must comply with this policy when posting.

**3.4** Communication through social media and the use of associated technology must comply with all other relevant corporate policies, procedures and guidelines as well as provincial and federal legislation.

## 4. RESPONSIBILITY

### 4.1 Chief Administrative Officer

**4.1.1** Directs compliance with the Social Media Policy and directs that a review of the policy and related procedures and guidelines occurs as noted below.

**4.1.2** In addition to the Corporate Leadership Team and Executive Directors, designates employees to utilize social media in an official capacity as required upon recommendation from the Senior Manager of Communications and Customer Service.

### 4.2 Senior Manager of Communications and Customer Service (with support of Marketing and Communications Officers and 311)

**4.2.1** Monitors the policy and accompanying procedure, provides training and ongoing guidance to city departments, and suggests revisions for Council's consideration.

**4.2.2** Reviews policy one year from the date it becomes effective and every two years thereafter, or sooner at the direction of the Chief Administrative Officer.

**4.2.3** Approves and oversees social media sites and tools for official corporate use.

**4.2.4** Ensures consistent messaging and imaging for all corporate social media sites.

**4.2.5** Responds to requests for new social media sites and/or administrative changes to existing sites.

**4.2.6** Generates, monitors, updates, edits, responds to and/or removes content within corporate social media sites to ensure accuracy and adherence to this policy, or can assign a designate for any or all of the noted functions as needed.

**4.2.7** Provides access to official users.

**4.2.8** Oversees all City social media accounts including their creation and destruction.

**4.2.9** Maintains a list of site domain names and social media accounts, including login and password information.

**4.2.10** Ensures corporate social media sites comply with applicable policies.

### 4.3 Corporate Leadership Team and/or Executive Directors and/or designates

**4.3.1** May represent their areas of responsibility on social media outlets.

**4.3.2** Makes recommendations to the Senior Manager of Communications and Customer Service for the addition of official users who will have authority to access or implement social media tools for official corporate use.

**4.3.3** Ensure employees and others working on behalf of the City are informed of, and abide by, the Social Media Policy and any other applicable policies.

**4.3.4** Ensure that procedures and guidelines under the Social Media Policy are communicated to employees and are carried out consistently.

### 4.4 Employees and other authorized users

**4.4.1** Ensure that their use of social media is in accordance with this policy and other related policies, procedures, guidelines and legislation.

## 5. GOVERNING RULES AND REGULATIONS

The City's website, www.citywindsor.ca will remain the City's primary online source for information. Social media will be used to complement the website's information and broaden the reach of corporate messages through multiple channels.

**5.1** Where possible, social networking accounts will clearly indicate they are maintained by the City and will contain appropriate contact information.

**5.2** The authority to post to official City of Windsor social media sites will only be granted to employees specifically authorized to do so by recommendation of an Executive Director or higher and approval of the Senior Manager of Communications and Customer Service.

**5.3** Authorized employees will always post to official City of Windsor social media sites as City of Windsor employees and where relevant, disclose their role at the City of Windsor.

**5.4** Authorized users shall only post within their area of subject matter expertise. Where appropriate, posters may inform readers that another authorized employee with subject matter expertise may respond at a later time.

**5.5** If residents make references to the Mayor or City Council or ask questions related to these officeholders, authorized users will acknowledge the comment and forward the message to the appropriate contact.

**5.6** No confidential information will be posted to any social media under any circumstances.

**5.7** Comments containing any of the following shall not be allowed on City of Windsor social media sites and may be removed by Corporate Communications:

- **5.7.1** Comments not topically related to the particular site or article being commented on.
- **5.7.2** Profane language or content.
- **5.7.3** Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.
- **5.7.4** Sexual content or links to sexual content.
- **5.7.5** Conduct or encouragement of illegal activity.
- **5.7.6** Content related to non-city related sales, advertising or promotions.
- **5.7.7** Comments determined by the City to be a specific attack on groups or individuals or to be inherently political in nature or cause.
- **5.7.8** Information that may tend to compromise the safety or security of the public or public systems.
- **5.7.9** Content that reveals personal or private information about any particular person or is otherwise protected by the Municipal Freedom of Information and Protection of Privacy Act or any other applicable privacy legislation.
- **5.7.10** Content that violates a legal ownership interest of any other party.
- **5.7.11** Content that violates any city policy. Employees are responsible to be aware of all city policies that may impact their posts.
- **5.7.12** Content that is deemed to be inappropriate by the City's Corporate Communications department.

## 6. RECORDS, FORMS AND ATTACHMENTS

**6.1** All records or other personal information collected through social media are protected under the Municipal Act and the MFIPPA.

### 6.2 Retention of Records

Documents and records generated as a result of this policy will be maintained in accordance with the City of Windsor Record Retention By-law 21-2013.

### 6.3 References and Related Documents

- **6.3.1** Social Media Guidelines for City of Windsor Staff
- **6.3.2** Ontario Municipal Act, S.O. 2001, 25
- **6.3.3** Ontario Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, CHAPTER M.56
- **6.3.4** Municipal Elections Act, 1996
- **6.3.5** City of Windsor Acceptable Use Policy
- **6.3.6** City of Windsor Standards of Employee Deportment Policy
- **6.3.7** City of Windsor Respectful Workplace Policy
- **6.3.8** City of Windsor Code of Ethics and Conflict of Interest Policy
- **6.3.9** Copyright Act of Canada
- **6.3.10** Ontario Human Rights Code

**Sample Social Media Policy**

POLICY

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of [Company] as well as personal use of social media when referencing [Company].

- Employees need to know and adhere to the [Company's Code of Conduct, Employee Handbook, and other company policies] when using social media in reference to [Company].
- Employees should be aware of the effect their actions may have on their images, as well as [Company's] image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that [Company] may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to [Company], its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized [Company] spokespersons.
- If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with employee's responsibilities at [Company]. [Company's] computer systems are to be used for business purposes only. When using [Company's] computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, [Company] blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates [the Company's Code of Conduct] or any other company policy may subject an employee to disciplinary action or termination.
- If employees publish content after-hours that involves work or subjects associated with [Company], a disclaimer should be used, such as this: "The postings on this site are my own and may not represent [Company's] positions, strategies or opinions."
- It is highly recommended that employees keep [Company] related social media accounts separate from personal accounts, if practical.