

# CITY of ALBUQUERQUE

## TWENTY SIXTH COUNCIL

COUNCIL BILL NO. R-24-89 ENACTMENT NO. \_\_\_\_\_

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 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  
18 OF 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

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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