

A RESOLUTION OF THE MAYOR AND CITY COUNCIL, ("THE GOVERNING BODY") OF THE CITY OF DIAMONDHEAD, MISSISSIPPI ("THE CITY"), AUTHORIZING THE ADOPTION OF THE SOCIAL MEDIA PUBLIC COMMENT POLICY.

WHEREAS, the City of Diamondhead commits to a Social Media Public Comment Policy which has the following elements set forth herein below and commits to use social media outreach as additional communication channels; and

WHEREAS, The City shall maintain one Facebook page, on Twitter account and one YouTube account, and;

WHEREAS, these social media accounts are deemed by the City to be the most appropriate tools for increasing immediacy to the community and to address the fast-changing landscape of the internet and the way residents communicate and obtain information online; and

WHEREAS, The City's social media outreach shall be centralized to the City Manager's office or designee to ensure compliance with the social media outreach policy and that the City's branding and internet-based communication strategy is appropriately and consistently maintained; and

WHEREAS, The City Manager's content management designee will be responsible for content and upkeep of the social media sites; and

WHEREAS, the City's three social media accounts that allow public posts/comments shall be moderated by the City's social media content management designee to ensure content posted by third-party users is appropriate with notice provided to third-party users of the City's position with regard to comments while also reserving the right to remove any comments, questions or postings.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY, AS FOLLOWS:

That the City of Diamondhead does hereby adopt the Social Media Public Comment Policy therein allowing for the use of Facebook, Twitter and YouTube accounts as additional communication channels, further establishing within its policy the general technicalities, responsibilities of the City and reserving the right to manage third-party interaction within the accounts.

SO BE IT RESOLVED this 3rd day of January, 2017.

The above and foregoing Resolution of the Mayor and Council of the City of Diamondhead, after having been first reduced to writing, was introduced by Councilmember Rech, seconded by Councilmember Knobloch, and the matter being put to a vote, the result was as follows:

	Aye	Nay	Abstain
Councilmember Woolbright	✓	_____	_____
Councilmember Knobloch	✓	_____	_____
Councilmember Sislow	✓	_____	_____
Councilmember Rech	✓	_____	_____
Councilmember Depreo	✓	_____	_____
Mayor Schafer	_____	_____	✓



Attest: Jeannie Klein
 Jeannie Klein, City Clerk

Thomas E. Schafer, IV
 Thomas E. Schafer, IV, Mayor



Social Media Public Comment Policy

The City of Diamondhead uses social media outreach as additional communication channels to help promote its programs, events, partners, and services. A social media presence is yet another way the City of Diamondhead can communicate to the broadest possible audience of those it serves.

The City of Diamondhead's use of social media is to also increase immediacy to the community and to address the fast-changing landscape of the Internet and the way residents communicate and obtain information online. The best, most appropriate, uses of social media tools for the City of Diamondhead fall into three categories:

- Channels for disseminating information from the City and its sources to broadcast messages to the widest possible audience
- As marketing/promotional channels which increase the City's ability to attract new businesses, residents and visitors
- Channels for disseminating time-sensitive information as quickly as possible (i.e., emergency information)
- A two-way communication, promoting social engagement in government

The City of Diamondhead's social media outreach will be centralized to the City Manager's office or designee. This will initiate a process to ensure that the City's social media outreach policy is followed and the City's branding and Internet-based communication strategy is appropriately and consistently maintained.

General Technicalities

The City of Diamondhead will maintain one Facebook page, one Twitter account, and one YouTube account.

The City Manager's content management designee will be responsible for the content and upkeep of these social media sites.

Facebook

- The City will have one Facebook “page”, not a “group.” The type of page is “government” and the name shall be City of Diamondhead, Mississippi.
- Third party comments shall be turned “on”.
- The page will be based on a template that includes consistent City branding and style.
- The City’s social media content management designee will standardize Facebook page displays to include the City logo and other pertinent information.

Twitter

- The City will have one Twitter account and the Twitter name shall be @Diamondhead_MS .
- Registered users can post and read “tweets”.
- The City’s social media content management designee will standardize Twitter page displays to include the City logo and other pertinent information.
- The City’s Twitter page will be based on a template that includes consistent City branding and style.

YouTube

- The City will have one YouTube account and it shall be named City of Diamondhead.
- Third party comments shall be turned “on”
- The City’s social media content management designee will standardize the YouTube page displays to include the City logo and other pertinent information.
- The City’s YouTube page will be based on a template that includes consistent City branding and style.

Public Comments

The three Social Media sites listed above that allow public posts/comments are moderated by the City’s social media content management designee to ensure content posted by third party users is appropriate.

The following shall serve as the City’s Social Media Public Comments Policy and will be posted on all social media pages allowing public comments.

Please note that public comments expressed on the City of Diamondhead’s social media sites do not reflect the opinions or positions of the City of Diamondhead, its employees, or its elected officials. The administration of the City of Diamondhead reserves the right to remove any comments, questions, or postings.

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