

RESOLUTION

REVISED SOCIAL MEDIA POLICY GUIDELINES & EXPECTATIONS

WHEREAS, the City of Manitowoc has an overriding interest and expectation in deciding what is “announced” or “spoken” on behalf of the City of Manitowoc through the use of social media; and

WHEREAS, a Social Media Policy establishes guidelines for the establishment and use of social media by the City of Manitowoc for conveying information about the City and its events and activities, and for employees acting in a personal capacity when using social media; and

WHEREAS, as part of the City’s cyber security plan and overall social media strategy, City Attorney Kathleen McDaniel recommends revisions to the existing City’s Social Media Policy to provide further clarification and guidance to staff who are using social media; and

WHEREAS, the Personnel Committee recommended approval of the attached revised Social Media Policy, at a meeting held on Monday, May 2nd, 2022.

NOW THEREFORE BE IT RESOLVED, by the Mayor and Common Council of the City of Manitowoc to approve the attached revised Social Media Policy Guidelines and Expectations, which supersedes the 2021 Social Media Policy adopted by this Council.

BE IT FURTHER RESOLVED to direct Human Resources to distribute this revised Social Media Policy Guidelines and Expectations to department managers, and to have copies of same available on the Intranet and in the Human Resources Department.

INTRODUCED _____ ADOPTED _____

Justin M. Nickels, Mayor

APPROVED _____

This resolution was drafted by Kathleen M. McDaniel, City Attorney

Fiscal Impact: \$0 for updating, implementing and administering the revised Social Media Policy
Funding Source: n/a
Finance Director Approval: /
Approved as to form: /kmm