

**RESOLUTION**

**SOCIAL MEDIA POLICY**

**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 would establish 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, the Mayor’s Office has requested that a new Social Media Policy be in place to provide guidance to staff who are using social media; and

**WHEREAS**, the Personnel Committee recommended approval of the attached Social Media Policy, at a meeting held on Monday, November 1, 2021.

**NOW THEREFORE BE IT RESOLVED**, by the Mayor and Common Council of the City of Manitowoc to approve the attached new Social Media Policy, which supersedes the 2015 Social Media Policy adopted by this Council.

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

INTRODUCED \_\_\_\_\_ ADOPTED \_\_\_\_\_

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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:** /SMA  
**Approved as to form:** /KMM