



COMMUNICATIONS PLAN

A summary of our Communications goals, assets and ideas

FY 2017-18

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City Mission, Vision and Values

Vision:

Deer Park is a vibrant, sustainable community; a safe place to work, play and live, offering growth and opportunity to all residents and businesses.

Mission Statement:

The Mission of the City of Deer Park is to deliver exemplary municipal services that provide the community a high quality of life consistent with our history, culture, and unique character.

Council Core Values:

Respect, Integrity, Honesty, Fairness, Responsibility, Hope, Faithfulness

City Communication – Our Mission

The City of Deer Park established the Public Relations/Marketing Specialist position in 2014 when it became necessary to have qualified staff manage the city's overall communication efforts.

Mission:

The City of Deer Park serves the community in the area of communication by providing consistent, factual and timely messages concerning ongoing projects, current events and City initiatives - while enabling two-way communication - in order to help residents, businesses and visitors stay informed.

- Ensure timely, reliable and accurate information dissemination and response
- Improve internal communication
- Increase community, business and visitor awareness and engagement
- Create and implement policy and procedures for existing and new communication methods
- Generate measurement and data tools
- Promote tourism and economic development
- Support City programs and services through effective marketing and communication plans
- Develop an Emergency Communication Strategy

Guiding Principles

The Communication Plan is based on the following guiding principles for all internal and external communications efforts conducted by the City in its day-to-day operations and its focus on providing transparency and consistent community information, outreach and engagement.

- Provide relevant, accurate and timely information to citizens, businesses and organizations
- Encourage active citizen participation in city government programs and services
- Increase community knowledge of city operations, services and special events
- Ensure that information is available to the community by utilizing a variety of communication channels and methods

Strategic Messages

When appropriate, City staff will make an effort to integrate the following messages into outgoing material and/or City presentations:

“Deer Park offers growth and opportunity to all residents and businesses.”

“Deer Park delivers exemplary municipal services”

“Deer Park values citizen input”

“Deer Park is committed to our history, culture and unique character”

Communications Committee Members

Kristin Edwards - City Manager - Committee Chair

Gary Jackson - City Manager

Cristina Gossett - City Manager

Chris Brown - Police Department

Rebecca Pool - Library

Tara Voisin - Finance

Michelle Combs - Municipal Court

Jeffery Johnson - Central Collections

James Lewis - Information Technology

Bill Philibert - Human Resources

Kathy Holcomb – Public Works

Debbie Westbeld - Economic Development

Nicole Garvis - Parks & Recreation

Shannon Bennett - City Secretary

Robert Hemminger – Emergency Services/Fire/EMS

Joe Piper – Parks & Recreation

Communications Committee – Mission and Purpose

The Communications Committee consists of representatives from all City departments who work together to:

- 1) Ensure consistency, accuracy and quality of the content and appearance of departmental and city-wide communications;
- 2) Improve quality of communications by concentrating the task in trained, qualified staff members;
- 3) Coordinate communication efforts across the City.

Media organizations increasingly expect transparency in government, and want to be involved in City decision-making when it affects them. They expect public information and citizen involvement to take forms not traditionally taken in the past. Citizens have an expectation of timely – almost instantaneous – access to information and the City will continue to work hard to meet those expectations.

When forming outgoing messages, the Communications Committee members should ask the following questions:

- Are we communicating as much as we should?
- Are we communicating the right information – the most important information, the information citizens want, the information necessary to accomplish our mission?
- Are we using the best ways to communicate?
- Are we communicating in a timely manner?
- How can we communicate more consistently in both form (visual presentation) and substance (message)?

Audience Identification

Primary Audiences

Community/Residents of Deer Park – The single most important audience of communication from the City of Deer Park are its residents.

There are a number of defining characteristics including: business and residential property owners/renters; children/no children; employed/not employed; length of residence; educational attainment; household income; ethnicity; and age.

Those who utilize City services, even if they are not residents, must also be considered.

Employees – It is critical that not only city employees, but also those serving on City Council, boards and commissions, remain informed on City policies and initiatives in order to enable them to serve as community ambassadors.

Media – Print, radio, television and Internet media members should not only be included on relevant outgoing communication but contacted in advance of individual publication deadlines.

Business Owners/Operators – Members of the business community, business entities including the Chamber of Commerce and future/potential business owners or developers should be considered in outgoing communications.

Visitors – Families and individuals visiting Deer Park for the purposes of employment, travel, entertainment and large-scale sporting events should be kept in mind.

Secondary Audiences - Additional audiences including residents in surrounding cities, community organizations, environmental groups, potential employees, volunteers or stakeholders and other governmental agencies at the local, county, state and federal level should also be given consideration.

Communication Assets

City Web site, www.deerparktx.gov

City website e-mail alerts/e-notifications

Newsletters –

- Messenger – Print/Electronic
- Economic Development – Electronic/Print
- Roscoe Review – Electronic
- Deer Chatter – Internal newsletter
- Business Watch/Community newsletter – PD
- The Maxwell Center newsletter
- Deer in the Spotlight – Digital newsletter

Facebook Pages –

- City of Deer Park
- Parks & Recreation
- Public Works
- Deer Park Public Library
- Emergency Management
- Economic Development
- Animal Shelter
- Deer Park Police Department

City of Deer Park YouTube Channels – City of Deer Park and Economic Development

City of Deer Park Twitter pages - @deerparktxgov and @deerparkoem

City of Deer Park Instagram - @deerparktxgov

DPTV Television Station

Live and Play Brochure

City Council meetings

Direct public contact – Phone/email, government offices/facilities

Community meetings and organizations

Printed materials – utility bills, library materials, bulletin boards, banners, rack cards

Community events

Blackboard Connect/Deer Park Information Line (281-479-2489)

City of Deer Park Marquees

Library Aware software

Ongoing Communications Goals:

Goal #1:

Municipal Image and Customer Service – Embrace the identity of the City of Deer Park and incorporate it into how we do business and communicate with our customers and residents

- **Objective 1: Reflect the City’s mission and values in the way we do business**

Action 1: Educate new and current employees on the City’s mission and values and how to apply them in daily tasks

Action 2: Improve consistency, quality and frequency of informing citizens of the City’s mission and values, utilizing a variety of communication methods

- **Objective 2: Provide quality customer service at all times**

Action 1: Create and advertise a list of phone numbers to direct citizens to call for generalized issues

Action 2: Research costs and approach alternatives associated with conducting a citizen/customer service survey through the City’s website

Goal #2:

Communication Consistency – Communicate City news and information internally and externally in a timely, accurate and proactive manner, so that citizens as well as City employees remain knowledgeable on all information pertaining to the City.

- **Objective 1: Disseminate information to the media and citizens related to City activities, projects, events and initiatives in a timely, accurate and proactive manner.**

Action 1: Continue the efforts of the Communications Committee, chaired by the Public Relations and Marketing Specialist, in order to effectively manage internal and external communications for the City.

Action 2: Maintain an appropriate departmental staff person in all departments as a point of contact to gather and prioritize City information for distribution both internally and externally.

Action 3: Maintain an appropriate department representative in all departments to address media inquiries as a subject matter expert.

Action 4: Distribute news releases/public service announcements regularly to facilitate frequent and accurate coverage of City news and events.

Action 5: Distribute annual calendar of City events to give citizens and media a long-range overview of upcoming events.

Action 6: Create and maintain an archive of news releases and public service announcements.

Action 7: Meet annually with local media representatives to foster relationships and help ensure effective communication.

Action 8: Maintain social media links to outgoing City emails in order to market both Citywide and departmental efforts.

• **Objective 2: Improve internal communication with Staff and Council in order for them to be an information resource for internal and external customers.**

Action 1: Develop Communications Committee to enable members to contribute to both internal and external communications and consider structure of cross-promotion subcommittees.

Action 2: Develop a process to ensure that all City employees and Council members are informed about city goals, hot topics, activities and programs so they can serve as community ambassadors.

Action 3: Promote and utilize the City's internal newsletter, the Deer Chatter, to direct staff to find updated information about City government activities, new initiatives, programs and hot topics.

Action 4: Develop a method of communicating information to employees and internal customers that do not have access to electronic sources, in order to foster awareness of current events and policies.

Action 5: Utilize a Citywide external electronic newsletter to communicate City news and information to citizens and employees.

Action 6: Develop overarching guidelines on how to utilize City communication tools (Report It, social media, City Web site) to consistently coordinate and maximize the distribution of information.

Action 7: Coordinate departmental efforts through the Public Relations/Marketing Specialist to ensure the organization of content for all City Communication tools in a coordinated manner.

• **Objective 3: Designate Communications Committee to be responsible for proactively identifying and coordinating City information to be communicated both internally and externally.**

Action 1: Maintain a mission statement for the Communications Committee with input from its members and revisit as necessary.

Action 2: Manage communications efforts across the City through the Public Relations/Marketing Specialist.

Action 3: Ensure consistency and quality of content and appearance for departmental publications and communications to include general social media quotas per week/month.

Action 4: Develop a cross-promotion plan among City departments which would allow for multi-platform exposure for categorically similar events and notices.

Action 5: Utilizing Staff Communications Manual, train City employees to identify newsworthy items, write news releases, prepare public service announcements and coordinate news conferences to improve quality and consistency of City communications with local media.

Action 6: Coordinate and promote the City Representatives Guide to ensure the community and media have access to staff presenters who can speak on municipal trends and happenings.

Action 7: Establish a process to periodically monitor and evaluate City communication activities.

Action 8: Every two years, complete an evaluation of the Communications Plan, to include a measurement of citizen satisfaction with City communications.

Goal #3:

Technology – Explore and utilize multiple technologies to enhance the delivery of City services to best communicate City information with all citizens and meet community needs

• Objective 1: Improve City Web site with respect to communications efforts.

Action 1: Promote community to prospective residents, students, visitors, employees, and businesses by broadening community information and improving public awareness of community services and special events.

Action 2: Improve calendar of events to give citizens and media a long-range view of upcoming events.

• Objective 2: Enhance the amount, quality, and delivery of DPTV programming.

Action 1: Make DPTV programming available online via live streaming and video on demand.

Action 2: Produce programs which educate our citizens about City departments and government as well as the community as a whole by developing a communication series, ex. “Now You Know”.

Action 3: Improve DPTV’s on-air technical quality, including audio, and explore internal concerns regarding video quality and standards.

Action 4: Enhance the content and presentation of information on DPTV’s Bulletin Board.

Action 5: Market and promote DPTV programming.

Action 6: Incorporate more content from the City’s government partners (i.e. Chamber of Commerce, DPISD, etc.) on DPTV.

Goal #4:

Citizen Engagement - Encourage and invite all citizens to become involved with City business and decision-making processes by fostering personal interaction among City Staff, Council Members and Deer Park residents so that every citizen feels connected and involved.

• Objective 1: Identify opportunities to engage personally with citizens.

Action 1: Educate citizens on how to become involved in the municipal process.

• Objective 2: Inform citizens about how to get involved and stay informed about City government utilizing public meetings.

Action 1: Educate citizens about the role of Council, Boards and Commissions.

Action 2: Make public input guidelines clear by updating the “How to Address City Council” brochure and post online.

Action 3: Develop procedures that inform citizens on how they can address Council during audience participation at Council meetings.

• **Objective 3: Promote the positive attributes of the City.**

Action 1: Partner and coordinate with Chamber of Commerce to effectively highlight City and community resources for citizens, prospective newcomers, visitors, students and businesses.

Action 2: Identify and develop key publications from all departments to distribute at community events to consistently provide citizens with important information from across the City organization.

Action 3: Maintain City Directory and marketing materials.

Action 4: Locate City literature displays in public places throughout the community to improve public access to basic City information and resources.

Action 5: Select two community events annually to provide information and highlight City services in a coordinated manner.

• **Objective 4: Provide printed information about City government.**

Action 1: Develop a procedure for sharing written information about city government for citizens that choose not to access the information electronically.

Action 2: Identify and promote key locations throughout City where written information can be distributed.

Goal #5:

Emergency Communication - Provide emergency information before, during, and after a natural or manmade disaster or major community event using FEMA/NIMs guidelines to effectively communicate with members of the community at home and in the workplace, with media, EMT, and City Council members.

Objective 1: Upgrade internal procedures for communicating with staff and citizens during emergency situations.

Action 1: Implement City Hotline protocols for in-house and external communications so that hotlines may be established off site with a back-up system of personnel to implement the hotlines.

Action 2: Gather current contact information for all Joint Information Center contact points (staff and media) including current cell phone, City email and alternate email addresses.

Action 3: Share and practice emergency activation pre-plans with all City staff.

Objective 2: Educate citizens about informational resources available during an emergency event.

Action 1: Identify partners and entities who should receive direct information and updates during emergencies.

Action 2: Update the website's emergency switch-over feature to provide immediate information and links directing public to other emergency responder organizations with in the community.

Objective 3: Translate emergency pamphlets into Spanish and make publication available both online and in limited physical quantities at City facilities to include City Hall.

Measures of success:

Visits to Web site – Aim to steadily increase visits to site on month-to-month basis

Likes on Citywide and departmental Facebook pages – Aim to steadily increase and advertise as often as possible

Followers on City Twitter page – Promote and advertise new citywide Facebook page and increase followers on steady basis

Online video views (City Facebook, YouTube accounts)

Document downloads

City of Deer Park Website Management Policy

Goal

The goal of the City of Deer Park website(s) is to create a greater public awareness of the City, its programs and services, and to offer opportunities for citizen engagement, tourism, and economic development.

Objectives

1. To increase community awareness of City services, activities, policies, and programs.
 2. To provide program information on community events, such as cultural, recreational, and historical events.
 3. To provide more extensive information on selected City topics and activities not fully covered by existing communication tools.
 4. To supplement public safety and disaster preparedness activities, as well as information pertaining to the City of Deer Park.
 5. To provide additional community information that serves the interests of the city of Deer Park, and promotes tourism and economic development.
 6. To provide an opportunity for online communication and business transactions with the City.
- To provide information that is timely in nature and is updated so the data remains current.

Managing Authority

The City Manager is the Managing Authority of the website at all times and will address any area of concern regarding website management or content development.

Use During Emergencies

Government use of the website during emergencies and disasters, as determined by the City Manager, has absolute priority over other postings.

Website Administration

The Information Technology department will be responsible for registering the domain name for any city related site and for performing the technical and administrative duties of managing the site.

Website Content Management

The City Manager will appoint a Website Committee each year to be responsible for the creation and management of website content. To establish the Website Committee, Department Directors will submit to the City Manager one or two employees to serve on the Committee. The appointments will be for a term to coincide with other City committee appointments. In addition to the Website Committee, Directors might appoint members of their specific department to a Departmental Website Sub-Committee. Website Committee members as well as all Sub-Committee members will be responsible for all content creation, editing, posting, and overall management of website pages related to their department or activities. Website Committee and Sub-Committee members shall participate in all meetings, training

opportunities, and website initiatives offered by the City. Website Committee members shall maintain their departmental website pages, calendar events, document center, and other areas of editable content with current information displayed in a visually appealing manner that is consistent with the guidelines established by Website Committee and administered by the Information Technology Department.

Website Content

The City's website pages and all related content may include the following types of information:

1. Information related to City activities, programs, or events and services that the City sponsors or sanctions.
2. Information related to outside agencies that may benefit the community.
3. Video and/or Streaming Media

These are not limited to, but may include the following:

- a. Locally Produced Programs – A pre-recorded video program that is produced by the City to illustrate the programs, facilities, and services of City government. These include, but are not limited to, video tours of government facilities, such as parks and City facilities, programs that highlight City departments, City recreational and cultural programs, and programs about specific City issues.
- b. Outside Resource Programs – The City may use outside resources to supplement programming. These will be used at the discretion of the Department Director and will be evaluated for appropriate content and message. Outside programming will encompass educational and informative topics that are appropriate to the public and help facilitate City goals and objectives.
- c. Public Service Announcements – Pre-recorded video segments announcing events or issues of importance to the Deer Park community that are produced by the City or obtained from outside sources. These may include, but are not limited to local, regional, state, and national issues.

Content Restrictions

In keeping with the goals and objectives of the City of Deer Park to provide educational and governmental information, certain types of content are not allowed. These include, but are not limited to the following:

1. Political Use of Any City Website– Websites may not be utilized for the promotion or “use” of any elected official or candidate. Specific advertising messages on behalf of or opposing any political candidate or measure on any ballot shall not be permitted.
2. Position Advocacy – Any direct advocacy messages, including specific promotional messages on behalf of or opposing any ballot initiative, measure proposals, or items under consideration of the City Council, its commissions, or advisory bodies shall not be permitted.
3. Commercialism – There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements of City sponsored or sanctioned events, or approved sponsorship acknowledgments.
4. Lotteries – Advertising of other information concerning any lottery, gift enterprise, or similar promotion is prohibited.
5. Promotion of Religion – Programming which directly promotes religious beliefs or religious philosophies shall not be presented on the City's websites.

6. Promotions – Promotional announcement for City sponsored or sanctioned events will be permitted on the City of Deer Park’s websites. However, promotional announcements for events, charities, or outside organizations in which the City has no official interest or sponsorship shall not be permitted.

7. Defamatory Material – Subject matter which is defamatory in nature (i.e. slander) shall not be presented on the City’s websites.

8. Indecent or Obscene Content – There shall be no presentation of programming content which, in the opinion of the City Manager or his/her designee, is indecent, obscene, or illegal.

9. Copyright Restrictions – Programs containing copyrighted materials will not be posted on the website without proper copyright authorization. Outside agencies submitting content for posting are responsible for obtaining all necessary copyright clearance and shall hold the City, its officers and agents, harmless in any case of copyright infringement.

10. Liability – The City of Deer Park will not be responsible for the accuracy of any information posted on the website that was provided by outside sources.

Editing Policies

All website pages are subject to editing with prior notification to the Department.

Editing shall not alter the factual content or overall intent of the material being provided. Web pages shall be edited to provide clarity and to maximize use of the viewable space in order to serve the best interest of the City and the viewer.

Any part-time employee who is tasked with editing or adding content to the Web site shall do so only after signing the City’s acknowledgement and authorization form and discussing the proposed changes with their supervisor.

Sponsorship/Partnership Policies

The City of Deer Park may acknowledge the sponsors of an activity or program on its website. Sponsorship acknowledgement is limited to the individual or company name, logo, and link to their website. Commercialism of any type will not be posted.

CITY OF DEER PARK SOCIAL MEDIA POLICY

1. PURPOSE

This policy addresses the responsibility of all employees and volunteers with regard to their personal use of social media. This policy also outlines the protocol and procedure for employee and volunteer use of social media to disseminate public information and/or promote special events, programs, and services on behalf of the City of Deer Park.

2. DEFINITION

For purposes of this policy, “social media” shall mean the use of technology in combination with electronic social networks of any type. Social media sites may include, but not be limited to, Facebook, Twitter, LinkedIn, MySpace, YouTube, blogs, Wikis, chat rooms, and on-line forums. It will also include official City of Deer Park websites and all forms of on-line community sites that are established and maintained by the city of Deer Park. Social media activity includes but is not limited to texting, blogging, posting, and other actions involving technology and social media sites. The term “Employee” shall mean a full-time, part-time, or contract employee or volunteer for the City.

3. COVERAGE

This policy applies to all city departments and all employees.

4. EMPLOYEE PERSONAL USE OF SOCIAL MEDIA

The lines between public and private, personal and professional can become blurred in on-line social networks. With that in mind, below are guidelines for social media use by City employees while off duty.

4.1 Employees who use social media for personal use should not discuss information about the City’s employees, citizens, vendors, issues, business, or legal matters without express consent to do so. Posting of confidential information may violate state law and subject the user to criminal penalty.

4.2 Personal use of social media while off duty must not interfere with or conflict with the employee’s duties or job performance, reflect negatively on the City or violate any City policy.

4.3 Employees are encouraged to act responsibly while off duty and to exercise good judgment when using social media. Employees should consider the following guidelines for personal use of social media:

- Respect coworkers and the City. Do not post any information and/or pictures on the Internet that may defame, embarrass, insult, demean or damage the reputation of the City or any of its employees.
- Do not post any information and/or pictures that may constitute violation of any City policy.

- Do not post pictures containing images of City uniforms or insignia, City logos, City equipment or City work sites.
- Do not permit or fail to remove postings violating this policy, even when placed by others on the employee's blog. Recognize that postings, even if done off premises and while off duty could have an adverse effect on the City's legitimate business interests.
- Do not link from a personal blog or social networking site to the City's internal or external web site.
- Do not post on social media sites the name, trademark, slogan or logo of the City.
- Do not use City names or identifiers for your personal social networking accounts or email accounts.
- The City may require removal of any material that is disruptive to the workplace or impairs the mission of the City.

The City has a vested interest in protecting its reputation and ensuring that an employee's communication with people outside the City, not only reflects positively on the employee as an individual, but also on the City.

5. USE OF SOCIAL MEDIA ON DUTY

The City of Deer Park permits the use of social media while on duty for the sole purpose of conducting City business and only with department director approval. Alternately, the City prohibits all personal use of social media while on duty regardless of whether the personal use is on a personal device or city-owned equipment, public Wi-Fi or city-owned private network unless such use is expressly permitted by the department director.

5.1 All communication representing the City through social media outlets should remain professional in nature. Incomplete, inaccurate, inappropriate, threatening, demeaning, harassing or poorly worded postings may be harmful to the City's reputation or violate City policy. Such wording will be removed by the Information Technology Services Department.

5.2 All employees (both full-time and part-time) bear full responsibility for the material they post on social media sites. Inappropriate usage of social media can be grounds for disciplinary action, up to and including termination.

5.3 Public messages relating to City of Deer Park activities on social media sites and/or any messages that might act as the "voice" or attempt to reflect the views of the City of Deer Park must be approved by the department director.

5.4 Any part-time employee who is tasked with generating content for a social media channel must submit all content to their supervisor for prior approval before that content is made public.

5.5 Employees shall not ignore copyright laws, cite, or reference sources inaccurately. Plagiarism is prohibited.

5.6 All information published on social media sites must comply with City of Deer Park's privacy and/or data policies. This includes comments, pictures, video, audio, or any other multimedia posted on social networking sites, blogs, and forums.

5.7 Media inquiries generated on social media sites should be referred to the City Secretary, the City Manager or the Public Relations/Marketing Specialist.

6. OFFICIAL SOCIAL MEDIA SITES

6.1 Official social media sites representing the City of Deer Park will be the property of the City of Deer Park. All social media sites and email accounts shall be established by the Information Technology Services Department.

6.2 The Information Technology Services Department shall be responsible for the technical oversight of the City of Deer Park's social media formats to include:

6.2.1 Establishing social media sites and related email accounts.

6.2.2 Maintaining a list of social media domains, account logins and passwords and changing passwords. Notification to Information Technology Services is required if an employee is no longer designated to update content on a social media site(s).

6.2.3 Utilizing Archive Social to maintain social media content per Texas State Library and Archives Commission requirements.

6.3 Social media formats must meet one or both of the following purposes:

6.3.1 Provide residents of Deer Park information about City events, activities and issues.

6.3.2 Promote the positive aspects of the City of Deer Park to those in and outside the community.

6.4 The City's official website, www.deerparktx.gov, will remain the primary location for internet content regarding city business, services and events. Whenever possible, links within social media formats should direct users back to the City's website for more information, forms, documents or on-line services necessary to conduct business with the City of Deer Park.

6.5 Request to the Information Technology Services Department and approval by the City Manager is required prior to the establishment of any social media site. Requests to the Information Technology Services department must include:

6.5.1 Purpose for the site and intended content to be posted/shared including the primary audience to be served;

6.5.2 Indication of how often the site's content will be reviewed and updated to ensure material accuracy and appropriateness;

6.5.3 Identification of individual(s) responsible for managing/overseeing and corresponding with the public (employee's name and position must be included) as well as indicating what provisions will be made if the responsible party leaves the position or is absent.

7. CONTENT MANAGEMENT FOR SOCIAL MEDIA SITES

7.1 Only designated department employees approved by the Department Director will have authority to publish content on official social media sites of the City of Deer Park. Departments are required to maintain a list of all such employees.

7.2 Department directors are responsible for monitoring site activity and ensuring content is consistent with the goals and objectives of the City.

7.3 Departments are responsible for responding to public commentary, inquiries or complaints - pertaining to the City or partnering entities – which pertains to the message and intention of the original post. Additional responses may be made at the Department's discretion. Responses must be approved by the Department Head, Division Manager or his/her designee. Any inquiries or complaints regarding unaffiliated entities (not part of the City of Deer Park) should be directed to the PR/Marketing Specialist.

7.4 Communication through social media is a public record. Both the posts by City employees and any feedback by others will be part of the public records of the City of Deer Park and will be subject to the Texas Public Information Act (Chapter 552 of the Texas Government Code). Designated department employees posting content on these sites will be responsible for maintaining copies of content posted to comply the City of Deer Park Records Management Program.

7.5 Content posted by "friends," "followers" or "fans" will not constitute a representation, agreement or endorsement on the part of the City of Deer Park.

The City of Deer Park reserves the right to hide and/or delete any comment or posting that is deemed inappropriate, pornographic, malicious, offensive, threatening, profane, insulting or grossly inaccurate. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, disability, national origin or sexual orientation will not be permitted.

In the event that an individual repeatedly posts egregiously abusive or threatening comments/images as outlined above, the City of Deer Park reserves the right to block the user from posting commentary to City social media sites/pages. The same will apply to commercial posting conducted by a spam account. For this purpose, users may be blocked after the third time a comment is deemed inappropriate and must be removed.

If blocking a user becomes a possibility due to an egregiously abusive comment, the administrator managing the individual social media channel must:

1. Screenshot the comment;
2. Hide the comment as soon as a screenshot has been created; and
3. Provide Information Technology with the name of the user and the nature of the comment.

Certain single egregious violations may result in immediate blocking of the user.

If blocking a user is deemed necessary, the administrator managing the individual social media channel must:

1. Capture screenshots of all three comments blocked as well as the primary post for permanent retention; and

2. Notify the Information Technology Department and the PR/Marketing Specialist prior to blocking the user.

Any user who is blocked from a social media platform may still utilize City contact points including the City website, email, phone or printed publications to gain access to current information.

7.6 Any comments posted by external parties on City of Deer Park social media sites are not official public testimony concerning any project or program. An opinion expressed on a City of Deer Park page is posted for discussion only and is not a substitute for a formal statement in a public hearing process.

7.7 If a question arises regarding the use or posting of confidential information (e.g. litigation, investigations, etc.) on a social media site, the matter shall be referred to the City Attorney for review. The information in question shall not be posted, or if already posted, shall be removed until an opinion is rendered by the City Attorney. The City Manager or designee reserves the right to restrict or remove City information from an official City social media site if the City Manager believes that the information does not serve the best interests of the city.

8. DISCLAIMER

8.1 Each Official City of Deer Park Social Media Site/Page must include a Disclaimer that contains the following information:

"The City of Deer Park does not warrant or make representations or endorsements as to the quality, content, suitability, accuracy, or completeness of the information, text, graphics, links, and other items contained on a social media site's server or any other server. Such materials have been compiled from a variety of sources, and are subject to change without notice from the City. The City's primary and predominant internet presence shall remain the City's official website at www.deerparktx.gov and no other website or social media site can characterize itself as such. Except to the extent required by law, commercial use of the materials is prohibited without the written permission of the City.

Some of the links on the City's social media pages may lead to resources outside the City of Deer Park municipal government. The presence of these links should not be construed as an endorsement by the City of these sites or their content. The City is not responsible for the content of any such external link. The responsibility for content rests with the third party organizations that are providing the information.

Comments posted on this site by "friends," "fans," or "followers" or others will be monitored and any postings or comments that are disrespectful, offensive, dishonest, or do not accurately reflect the views, values or objectives of the City of Deer Park will be deleted without notice.

Except to the extent required by law, communications made through e-mail and comments posted shall in no way be deemed to constitute legal notice to the City of Deer Park or any of its agencies, officers, employees, agents, or representatives with respect to any existing or potential claim or cause of action against the agencies, officers, employees, agents or representatives where notice to the City is required by any federal, state or local laws, rules or its regulations.

Further, comments on a social media site should not be utilized as a method of contacting the City in case of an emergency. Requests for City services or aid should be directed through channels

which are monitored 24 hours a day, such as dispatch telephone lines. See respective pages/channels for 24 hour contact points.

Finally, comments on social media sites such as the Parks and Recreation or Deer Park Public Library Facebook pages concerning reservations for one-time or ongoing programs are not considered acceptable alternatives to in-person or over-the-phone reservations or registration completed through online platforms such as ActiveNet.

Notice of any claim must be filed in writing to the City Secretary of the City of Deer Park, P.O. Box 700, Deer Park TX, 77536.

Contact Information:

Information Technology Services

City of Deer Park, Texas

P.O. Box 700, Deer Park, Texas 77536

Phone: 281-478-2028

E-mail: info@deerparktx.org

9. ENFORCEMENT

9.1 Violations of this policy may result in immediate revocation of any or all electronic communications access and user privileges and may be grounds for disciplinary action up to and including termination. Certain violations could result in civil or criminal liabilities for the user. Individual supervisors do not have the authority to make exceptions to this policy.

9.2 No employee or volunteer should have any expectation of privacy or confidentiality when using any City resource, including the city's public and private networks. The City reserves the right to access, intercept, monitor and review all information accessed, posted, sent, stored, printed, or received through its communications systems or equipment at any time.

9.3 All social media access and use involving City equipment and resources are subject to the City's Internet, Intranet, and Email Use Policy.

10. CONTENT RESTRICTIONS

In keeping with the goals and objectives of the City of Deer Park to provide educational and governmental information, certain types of content are not allowed. These include, but are not limited to the following:

1. Political Use of Any City Website– Websites may not be utilized for the promotion or “use” of any elected official or candidate. Specific advertising messages on behalf of or opposing any political candidate or measure on any ballot shall not be permitted.
2. Position Advocacy – Any direct advocacy messages, including specific promotional messages on behalf of or opposing any ballot initiative, measure proposals, or items under consideration of the City Council, its commissions, or advisory bodies shall not be permitted.
3. Commercialism – There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements of City sponsored or sanctioned events, or approved sponsorship acknowledgments.
4. Lotteries – Advertising of other information concerning any lottery, gift enterprise, or similar promotion is prohibited.

5. Promotion of Religion – Programming which directly promotes religious beliefs or religious philosophies shall not be presented on the City’s websites.
6. Promotions – Promotional announcement for City sponsored or sanctioned events will be permitted on the City of Deer Park’s websites. However, promotional announcements for events, charities, or outside organizations in which the City has no official interest or sponsorship shall not be permitted.
7. Defamatory Material – Subject matter which is defamatory in nature (i.e. slander) shall not be presented on the City’s websites.
8. Indecent or Obscene Content – There shall be no presentation of programming content which, in the opinion of the City Manager or his/her designee, is indecent, obscene, or illegal.
9. Copyright Restrictions – Programs containing copyrighted materials will not be posted on the website without proper copyright authorization. Outside agencies submitting content for posting are responsible for obtaining all necessary copyright clearance and shall hold the City, its officers and agents, harmless in any case of copyright infringement.
10. Liability – The City of Deer Park will not be responsible for the accuracy of any information posted on the website that was provided by outside sources.

11. REPORTING VIOLATIONS

The City urges employees to report any violations or possible perceived violations to their supervisor, department director, or the Human Resources Department. Violations include discussions of the City and its employees and patrons, any discussion of personal information and any unlawful activity related to blogging or social networking.

City of Deer Park Government Access Channel Policy

Goal

The goal of the City of Deer Park's government access channel is to create a greater awareness of local government and facilitate the community's participation in local events.

Objectives

1. To increase community awareness of City and Deer Park Independent School District (DPISD) services, activities, policies, and programs.
2. To provide program information on community events such as cultural, recreational and historical events.
3. To provide more extensive information on selected City topics and activities not fully covered by existing communication tools.
4. To supplement public safety and disaster preparedness activities and information pertaining to the City of Deer Park.
5. To provide additional community information that serves the interests of the City of Deer Park.
6. To provide general announcements of current government-sponsored events and job listings.

Types of Programming

The Government Access Channel is not a public access channel. The channel may include the following types of programming:

1. Community Bulletin Board - This consists of a series of slides created to provide information related to City or DPISD activities, programs, events and services that the City sponsors or sanctions.
2. Videotape Cablecast - A pre-recorded videotape for promotional or educational purposes. These are not limited to, but may include the following:
 - a. Locally Produced Programs - A pre-recorded videotaped program that is produced by the City to illustrate the programs, facilities, and services of City government. These include, but are not limited to: videotape tours of government facilities such as parks and City facilities, programs that highlight City departments, City recreational and cultural programs, and programs about specific City issues.
 - b. Outside Resource Programs - The City may use outside resources to supplement programming. These will be used at the discretion of the City Manager and will be evaluated for appropriate content and message. Outside programming will encompass educational and informative topics that are appropriate to the public and help facilitate City goals and objectives.
 - c. Public Service Announcements - Pre-recorded videotaped spots announcing events or issues of importance to citizens of Deer Park that are produced by the City or obtained from outside sources. These may include, but are not limited to local, regional, state, and national issues.

Content Restrictions

In keeping with the goals and objectives of the City of Deer Park government access channel to provide educational and governmental programming, certain types of programming are not allowed including, but not limited to the following:

1. Political Use of Government Access Channel - The channel may not be utilized for the promotion or "use" of any elected official or candidate. Specific advertising messages on behalf of or opposing any political candidate or measure on any ballot shall not be permitted.
2. Position Advocacy - Any direct advocacy messages including specific promotional messages on behalf of or opposing any ballot initiative, measure proposal, or items under consideration of the City Council or its commissions or advisory bodies shall not be permitted.
3. Commercialism - There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements of City sponsored or sanctioned events or approved sponsorship acknowledgments.
4. Lotteries - Advertising of other information concerning any lottery, gift enterprise or similar promotion is prohibited.
5. Promotion of Religion - Programming which directly promotes religious beliefs or religious philosophies shall not be presented on the government access channel.
6. Promotions - Promotional announcement for City sponsored or sanctioned events will be permitted on the City of Deer Park's government access channel. However, promotional announcements for events, charities, or outside organizations in which the City has no official interest or sponsorship shall not be permitted.
7. Defamatory Material - Subject matter which is defamatory in nature (i.e. slander) shall not be presented on the government access channel.
8. Indecent or Obscene Content - There shall be no presentation of programming content which, in the opinion of the City manager or his/her designee, is indecent, obscene or illegal.
9. Copyright Restrictions - Programs containing copyrighted materials will not be broadcast without proper copyright authorization. Outside agencies submitting programming for broadcast are responsible for obtaining all necessary copyright clearance and shall hold the City, its officers and agents, harmless in any case of copyright infringement.
10. Liability - The City of Deer Park will not be responsible for the accuracy of any information cablecast over the government access channel that was submitted by outside sources.

Editing Policies

All programs are subject to editing. Editing shall not alter the factual content or overall intent of the material being cablecast. Slides and character-generated information shall be edited to provide clarity and to maximize use of the memory and time available.

Any part-time employee who is tasked with generating content for the public access channel must submit all content to their supervisor for prior approval before that content is made public. Part-time employees may only add content to the public access channel after they have signed the City's acknowledgement and authorization form.

Use of Equipment

Use of City-owned equipment and related production facilities and equipment shall be restricted to City use and operation thereof to City employees, officers or approved agents of the City.

Loaning of equipment for personal use shall not be permitted or authorized. All programming produced by the City staff shall be deemed property of the City. Programs produced by contract agents of the City shall be the property of the City and shall not be sold or commercially distributed without written authorization of the City.

Sponsorship Policies

The City of Deer Park is not accepting sponsorships at this time.

Record Retention

Cablecast content shall not be considered an official record of the City of Deer Park. All videotapes shall be the property of the City of Deer Park. It shall be a general policy not to retain videotapes of staff produced programs, meetings, and events. At any time, tapes may be reused and the original material erased at the discretion of the government access channel manager.

Use During Emergencies

Government use of the channel during emergencies and disasters as determined by the City Manager has absolute priority over other programming. During such emergencies or disasters, the channel shall be permitted to accept live and/or taped video or audio information from other governmental or non-governmental entities when such announcements are deemed to provide important public information pertaining to the emergency or disaster or other condition requiring protection of the public health, safety and welfare.

Staff Communications Manual

This manual is provided to assist all staff members – especially those charged with communications efforts for their respective departments – with composing strong and clear messages intended for public distribution.

In this manual, we will provide examples of news releases, Facebook posts, Twitter posts and public service announcements which may serve as models for future communication. The goal of this manual and the Communications Plan in general is to improve quality and consistency of City communications with local media.

Identifying newsworthy items:

Departmental activities happen every day, and many would not only be of interest to the public, but could have an effect on their daily lives.

When considering whether or not an item is newsworthy, consider the following questions:

- Will this activity affect the general public in some way? Will it have an impact on traffic, basic services, or quality of life?
- Is this activity being carried out in preparation for some type of public event?
- Is the activity being planned open to the general public or a segment of the population?
- Is this activity of general interest to the public, i.e. does it represent a milestone for the City or one of its employees?

If the answer to any of these questions is yes, the activity would most likely be newsworthy and deserving of a press release, Facebook post, post on the City's Web site, public service announcement or a combination thereof.

Composing a press release:

Standard press releases should answer the basic questions about the event or issue being addressed:

Who is sponsoring/responsible for the event, and who will be affected/invited?

What is the event or topic of the release?

When will it take place?

Where will it take place?

Why is the City/sponsoring entity holding the event? **Why** should citizens get involved/attend?

How can citizens sign up or learn more?

Ideally, a press release will also include quoted material from the most appropriate person in charge of or contributing to the event. For example, the Mayor or City Manager would be the most appropriate person to address a City policy change or initiative. However, the Director of Information Technology would be the logical person to address a change to the City's Web site which will affect the way citizens utilize the site.

When drafting quoted material, make sure the person being quoted has seen the final draft of the release before it is submitted to an outside media source.

When preparing a news release, keep the following questions in mind:

- Does it uphold the City's mission, vision and Council core values?
- Do we have an audience in mind?
- Is it clear and direct?
- Have we selected appropriate media?
- Have we included opportunities for inquiries, feedback and participation?

Note: When sending outgoing press releases to media, the release should be placed in text format in the body of the outgoing email. Individual departments may choose to add additional formats, including an attached .pdf with the same material included.

Read through the press releases below. Note that date, time and location (if applicable) are provided within the first two sentences of the release.

As well, note that each press release includes contact information for a person or entity to reach for additional information.

Draft Press Release 1:

The Deer Park Police Department will take part in a regional drug take back program on Saturday, April 25 from 10 a.m. to 2 p.m. at the Deer Park High School South Campus Stadium on the home side.

According to DPPD Crime Prevention Officer Tina Taylor, the department will accept and dispose of all prescription and over-the-counter drugs in the form of pills, liquids and patches, free of charge.

"On April 25, Deer Park PD – along with the Baytown and Pasadena Police Departments – will hold drive-up events at local sites to accept and dispose of medications properly with no questions asked," Taylor said. "We want to encourage any residents who may have expired medications or half-empty bottles around the house to take advantage of this opportunity to dispose of the materials in a safe manner."

As stated by Taylor, proper disposal of prescription medications is important from both a law enforcement and an environmental standpoint.

"Most of the kids we come across who try drugs first find them in a medicine cabinet – be they left over from a surgery or just forgotten, these medications are unwanted, unused for their intended purpose, and left unaccounted for," she said. "Even if the kids don't take them, they can find them and sell them, which is also very dangerous for them."

“Even if it weren’t for these concerns, medications disposed of through garbage or water systems end up having a damaging effect on the environment, so it is better all around to have these items collected and destroyed.”

For more information, contact DPPD at (281) 930-2148.

Draft Press Release 2:

The 2015 Totally Texas Festival is just around the corner, and now is the time to sign up to take part in the annual parade.

According to Tim Culp, Deer Park Chamber of Commerce President/CEO, the deadline to register as a parade participant is Monday, March 6, and all interested parties may contact the chamber directly.

“The Totally Texas parade is an opportunity to be among your community and show your appreciation not only for Deer Park but for the history of the great State of Texas,” Culp said. “Participants are welcome to enter any type of vehicle or trailer into the parade, and of course we encourage everyone to decorate their vehicles to go along with the festival theme, ‘Texas Stampede – Back to Our Roots.’

“We hope to see many of our community leaders, business owners, civic organizations and residents take part in this special event!”

For more information or to register as a parade participant, contact the Chamber at (281) 479-1559. Additional information is also available on the Chamber’s Totally Texas page, <http://deerparktx.usachamber.com/custom2.asp?pageid=6138>.

Composing a public service announcement:

A public service announcement is slightly different than a press release. Where a press release seeks to inform and provide additional detail through the use of quotes, a public service announcement is typically five sentences or fewer, provides only the facts about the event without the use of quoted material, and provides the reader with at least one source of information for additional information.

As well, a PSA is typically based on a free event.

The following would qualify as a PSA:

The Deer Park Police Department will take part in a regional drug take back program on Saturday, April 25 from 10 a.m. to 2 p.m. at the Deer Park High School South Campus Stadium on the home side.

According to DPPD Crime Prevention Officer Tina Taylor, the department will accept and dispose of all prescription and over-the-counter drugs in the form of pills, liquids and patches, free of charge.

For more information, contact DPPD at (281) 930-2148. Additional information is also available on the City’s Web site, www.deerparktx.gov.

Composing a Facebook post:

Facebook posts may be composed in various lengths but should be limited to eight sentences or fewer, bearing in mind that approximately two sentences will be visible without requiring the user to “See More.”

Facebook posts should be paired with at least one photo or graphic, if possible, and should also include a contact point for additional information.

While there is no strict limit to the number of Facebook posts that can be published per day, be advised that any more than two posts will not automatically appear in the News Feeds of those citizens who have “liked” the City’s respective pages. Therefore, limiting posts to two per Facebook page per day will increase the likelihood of the posts being seen.



Composing a Twitter post:

Twitter posts are limited to a total of 140 characters, including any links to photos, outside Web sites, or hashtags.

The following examples would each be acceptable Twitter posts, also referred to as “Tweets” –

Yard Waste pick-up tomorrow! Remember, no more than 12 items a week, including bags, personal cans & bundled sticks! Call 294-5724 for info.

Beginning 4/3, there will be a \$25 fee for heavy trash pick up added to monthly statement. Get more info. at <http://bit.ly/17mYeAt>

Customers in Areas 2,4,6 & 8 – Please remove your City garbage cart from the street by 10 p.m.
#GreenerDeerPark

If you have a message you would like to see on the City’s Twitter page, contact the Public Relations/Marketing Specialist to have it scheduled.

Please note: While there is no strict limit to the number of Twitter posts (“Tweets”) that can be added per day, the recommended limit is five posts per Twitter account per day.

Composing an Instagram post:

Instagram posts must include one strong photo and approximately two sentences of information, which include a point of contact for additional information.

If you have a message you would like to see on the City’s Instagram page, contact the Public Relations/Marketing Specialist to have it scheduled.

Please note: While there is no strict limit to the number of photos that can be added to Instagram per day, the recommended limit is five posts per account per day. Our goal will be to post no less than two photos per week.

Notifying the full chain of command:

When coordinating any type of news conference, special event or public gathering, contact your Director before the first official notice is sent to media contacts and copy the Public Relations/Marketing Specialist. As a concurrent effort, the Public Relations/Marketing Specialist will ensure full media, City Council, City administration and public notification.

For example, events in which department level staff are working with local and Houston area media should always be submitted for Director approval and copied to the Public Relations/Marketing Specialist.

Case Study #1

An event historically organized at the department level will take place in approximately one month, and staff have historically worked to write scripts/programs, notify local and major media outlets and work directly with specific members of Council to facilitate participation, notifying their Director after initial work had been completed.

Under the new Communications Plan, a call or email to the Public Relations/Marketing Specialist and the Department Director *at the beginning of the process* should be made in order to ensure participation by any Council members, City administration, etc.

Case Study #2

An incident involving City employees or standard City protocol begins to receive attention via social media and national media outlets. Requests are made to department level staff for additional information, interviews with Directors or key staff, etc.

Under the new Communications Plan, a call or email to the Public Relations/Marketing Specialist and the Department Director *when the request is received* should be made in order to prevent duplication of outreach efforts, and PR/Marketing should be copied on responses to ensure universal knowledge of outgoing information.

Submissions to the Messenger:

Items submitted for inclusion in the Messenger should be both timely and appropriate for the three month period of publication. Deadlines typically fall approximately two months before publication – specific due dates are made available in P:\MESSENGER Newsletter\FORMS & Deadlines.

Issue periods include:

Winter – December to February, covering Council actions from preceding August to October

Spring – March to May, covering Council actions from preceding November to January

Summer – June to August, covering Council actions from preceding February to April

Fall – September to November, covering Council actions from preceding May to July

Plagiarism/citing sources – All material submitted for publication in the Messenger should be original content developed by a City employee or group of employees. If content is copied or summarized from an outside source, it is not considered original material and should be cited as such.

See the example below, where an acceptable citation is provided within a Messenger submission form:



Article Quarterly Messenger Newsletter

Date: 04/08/2014

Department: Parks & Recreation

Submitted By: Lacy Stole

Title of Article: Make Yogurt One of Them

Length of article is limited to the space below.

The American diet is more unbalanced than ever and in a state of crisis, in case you didn't know. Americans consume only about half of the recommended servings of low fat and fat free dairy each day. Yogurt is one of those items that contains nutrients we are lacking like calcium, vitamin D and potassium. It can be a great source of high-quality protein which helps you stay fuller for longer and helps promote muscle and bone health. Recent studies done in epidemiology also show that frequent and healthy yogurt consumption is associated with less weight gain over time and healthy levels of blood pressure and circulating glucose. Eating yogurt every day is an important first step toward creating a more balanced diet and healthier lifestyle. Remember, it's all about making you the best version of you so we can live longer and healthier. You're alive and you're awesome, so let's live like it.

Source: Fitness Journal April 2014 and myself (in case you put that information in)

Amount of information – The amount of material submitted for inclusion in the messenger should be brief, but comprehensive. The ideal article will fully explain the issue, answering the basic “who, what, when, where, why and how” questions, be brief but comprehensive and present a clear message.

See the example below of an ideal article length:



Article

Quarterly Messenger Newsletter

Date: 01/27/2015

Department: City Manager

Submitted By: Gary Jackson

Title of Article: Deer Park Gateway Project

Length of article is limited to the space below.

The groundbreaking ceremony for the Deer Park Gateway project was held on November 6, 2014. The Deer Park Gateway, which will serve as the entrance to the city, is part of a larger beautification initiative being coordinated by the San Jacinto Texas Historic District and the Economic Alliance Houston Port Region.

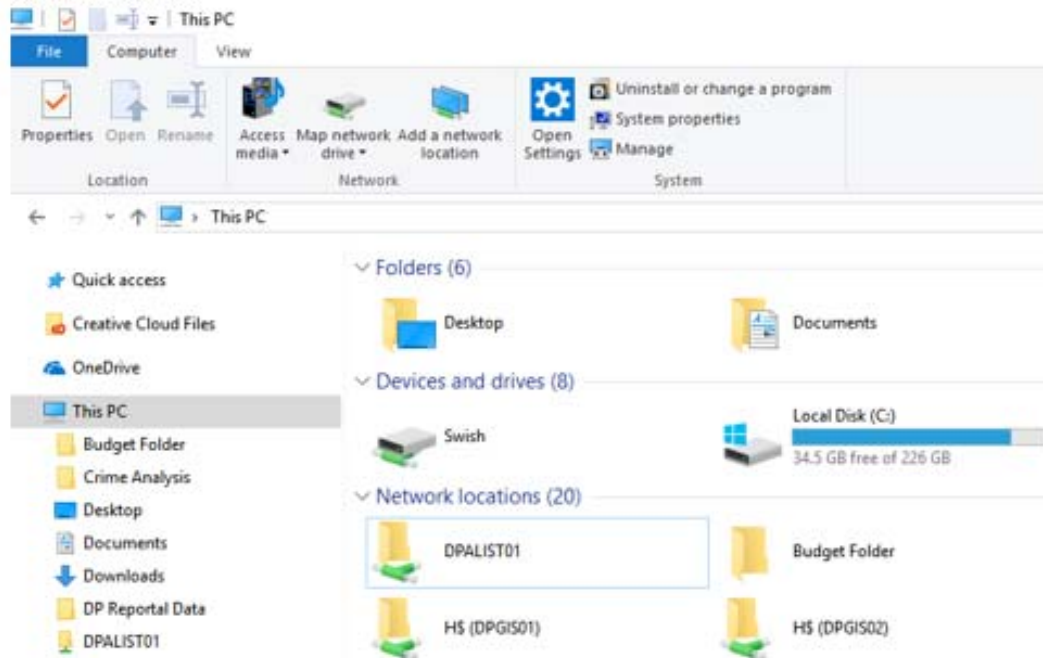
The Deer Park project features two locations. Two large monuments will flank Center St. at Railroad St. and mark the entrance into Deer Park off of Highway 225. Also, a more moderately size gateway monument will be erected at the southern end of Center Street in Deer Park near Spencer Highway. An additional smaller monument acknowledging the financial donations to the project from Shell and Lubrizol will be constructed in the Center Street median between the large monuments on the north end of the project.

Mayor Jerry Mouton stated at the groundbreaking that "The gateway project will serve as an important way for visitors and residents to connect to our history and as a catalyst for the continued beautification of Center Street." The Mayor then added that "The project would not have been possible without the generous support of our industry partners and the Economic Alliance," referring to a \$200,000 donation from Shell Deer Park, a \$50,000 donation from Lubrizol, and a \$73,000 grant from the Economic Alliance and a \$25,000 Downtown Public Spaces Improvement Grant from the Houston-Galveston Area Council (H-GAC). The project is expected to be completed this spring.

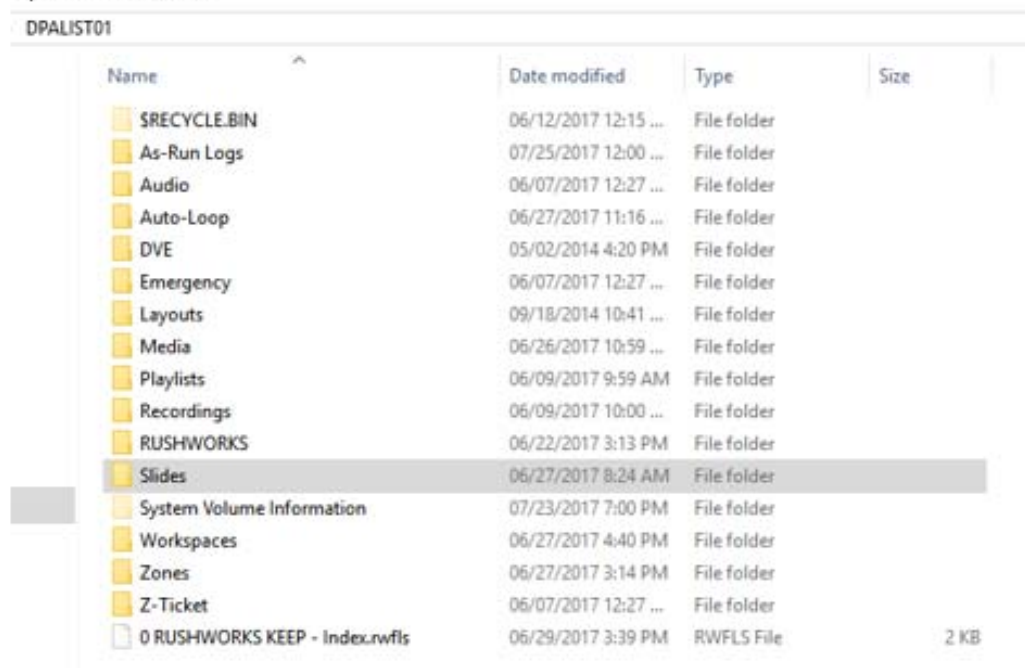
DPTV Submission guidelines:

DPALIST01 SLIDE CREATION INSTRUCTIONS

1. Open File Explorer
2. Open DPALIST01



3. Open Slides folder



4. Open your Department's folder

DPALIST01 SLIDE CREATION INSTRUCTIONS

5. Open your Department name Template.potx

DPALIST01 > Slides > City News

Name	Date modified	Type	Size
Active	06/27/2017 11:24 ...	File folder	
Archive	06/23/2017 12:54 ...	File folder	
City News Template.potx	06/30/2017 2:16 PM	Microsoft PowerP...	1,127 KB
Thumbs.db	07/06/2017 2:23 PM	Data Base File	9 KB

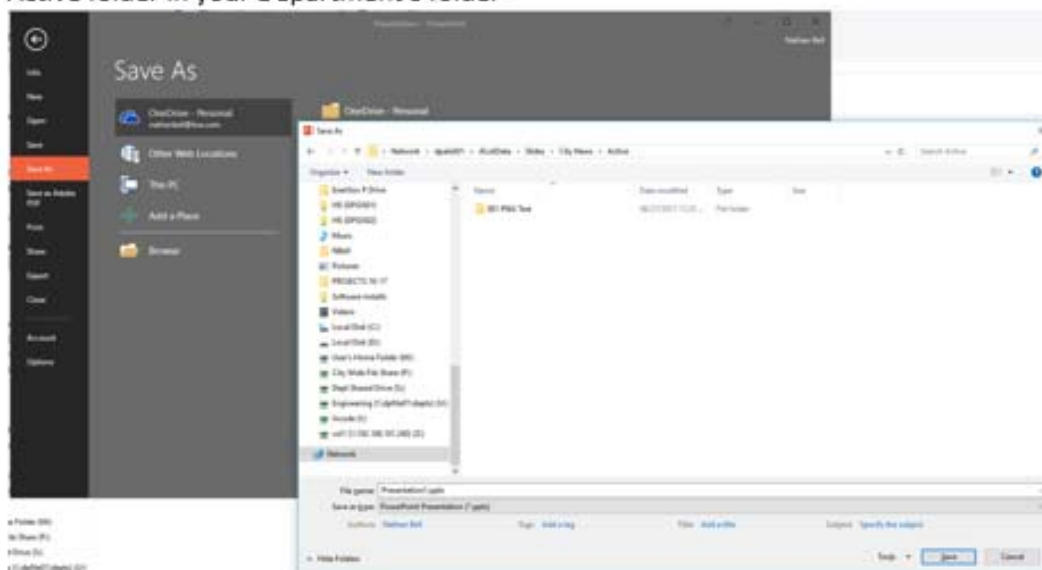
6. Select the Header text box and type in the new Slide Header



7. Select the text box and type your new Slide message

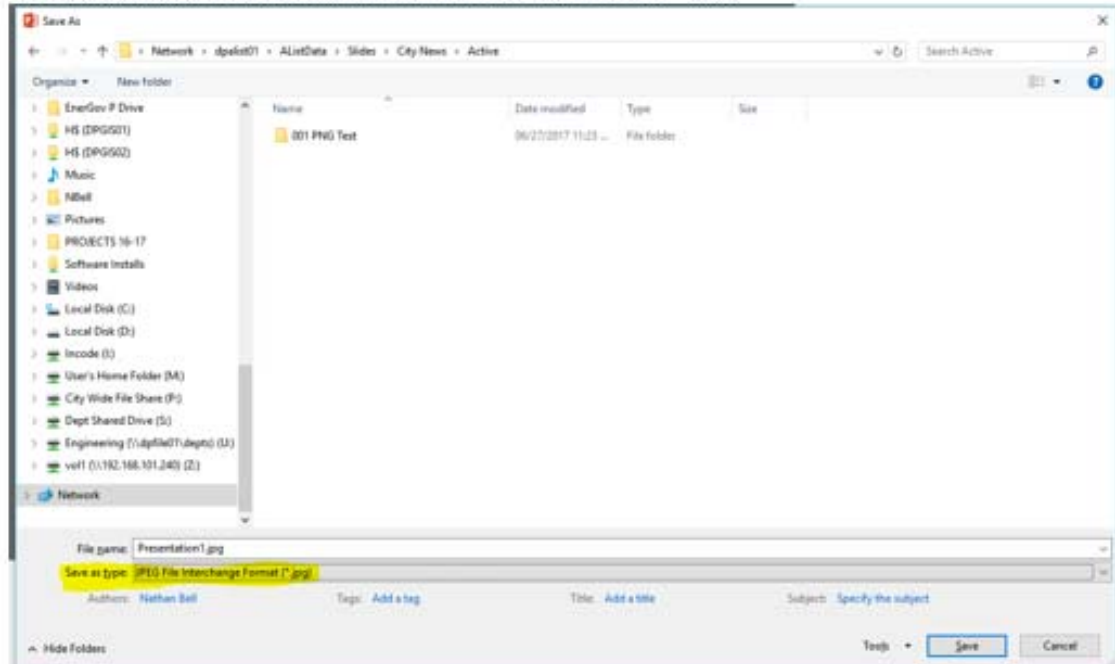


8. Once you have updated all of the slides needed, click File, Save As and then navigate to the Active folder in your Department's folder

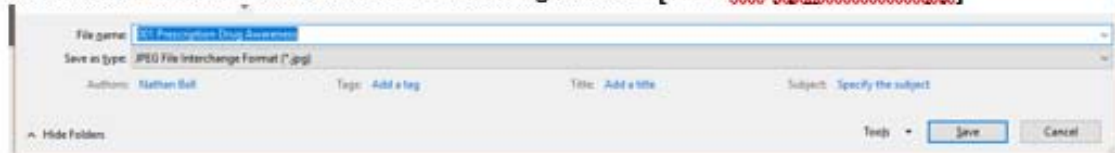


DPALIST01 SLIDE CREATION INSTRUCTIONS

9. Change the Save as type to JPEG File Interchange Format (*.jpg)



10. Name your Slide something meaningful and always start the file name with 001. If you have multiple Slide sets use the next numerical number. IE 002, 003, 004 ETC. Also be sure list the Start & End Dates for the slides in the following format: **[mm-dd-yy mm-dd-yy]**



11. Send email to DPTV@deerparktx.org letting Nathan & Cristina know that a new slide/video has been submitted]

Emergency Communication Plan:

During emergencies, the City of Deer Park will utilize all available methods of communication to notify the public of impending threats. These include, but are not limited to, all social media channels and media outlets, the City's Web site and live press and public conferences.

Proposed protocol for outgoing communications VIA EOC during emergency :

With three staff members:

Staff member 1 will be present in the Emergency Operations Center, taking phone calls, entering information into the Web EOC system and preparing raw information for dissemination to the public.

Staff member 2 will be present in the Joint Information Center (JIC), taking raw information from EOC, integrating it into overall joint press releases from agencies involved and providing to Incident Command or disseminating as City representative.

Staff member 3 will work with Staff member 2 to gather finalized information for posting on City Web site, City Facebook pages, City Twitter page, and any other outlet(s) deemed necessary. Staff member 3 will also work with media inquiries, send press releases to local and regional media and respond to citizen inquiries received via social media.

With two staff members:

Staff member 1 will be present in the EOC, taking phone calls, entering information into the Web EOC system and preparing raw information for dissemination to the public.

Staff member 2 will be present in the JIC, taking raw information from EOC, integrating it into overall joint press releases from agencies involved and providing to Incident Command or disseminating as City representative. Staff member 2 will also be responsible for distributing press material and posting to all social media sites.

Note: In multi-shift EOC or JIC situation, members will divide into shifts and divide duties.