



## Legislation Text

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**File #:** ADT 19-001, **Version:** 1

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Consideration of and action on adopting the 2018-19 Communications Plan update.

### Summary:

The 2018-19 Communications Plan represents an update to the 2017-18 plan with amended goals and policy sections. The major changes include: (1) Updates to Communications Plan goals and (2) Updates to Social Media Policy.

In detail, the updates to the Communications Plan goals include the addition of narrative at the beginning of each goal section, summarizing the progress made in the respective area since 2015-16. Each goal area also includes considerations for possible improvement or future projects.

The updated Communications Plan includes four substantive changes to the Social Media Policy, made in Sections 6.5, 7.3, 7.5, and 7.8. The change to Section 6.5 requires staff to inform both Information Technology and PR/Marketing prior to establishing a new social media presence, in order to allow both departments to provide oversight and assistance, as needed. Section 7.3 was amended to create a process for social media administrators to work with their Directors and Administration in specific situations involving two-way communication. Section 7.5 was amended to allow page administrators to hide/delete content promoting events not affiliated with the City of Deer Park. Finally, Section 7.8 - which creates a mechanism for immediate administrative oversight of City social media content, as needed - was made its own item in order to separate it from the parameters of Section 7.7, which pertain to confidential information/litigation/investigations and their presence on social media.

All changes were reviewed and approved by the Communications Committee during its most recent meeting in December 2018.

The Plan is attached which included the changes highlighted in green.

### Fiscal/Budgetary Impact:

N/A

Adopt the 2018-19 Communications Plan update.