

**THE FLOWER MOUND SOCIAL MEDIA ADVISORY COMMITTEE MEETING HELD ON THE 8<sup>TH</sup> DAY OF JULY 2015, IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:00 P.M.**

The Committee met in a meeting with the following members present:

Jeff Tasker, Chair  
Don McDaniel  
Eric Jellison  
Brad Ruthrauff  
Renee Doyle  
Jason Hitt

No members were absent.

With the following members of the Town staff participating:

Tracy Knierim, Executive Director of Community Relations, ex-officio  
Molly Fox, Communications and Marketing Manager, ex-official  
Lynda Bolitho, Human Resources Director  
Theresa Scott, Town Secretary, staff liaison

**A. CALL MEETING TO ORDER**

Chairman Tasker opened the meeting at 6:18 p.m.

**B. PUBLIC PARTICIPATION**

No one spoke.

**C. APPROVAL OF JUNE 29, 2015 MINUTES**

Member McDaniel moved to approve the June 29, 2015 minutes and Member Hitt seconded the motion.

**VOTE ON MOTION:**

**AYES: Doyle, Hitt, Jellison, McDaniel, Ruthrauff**

**NAYS: None**

**D. DISCUSS AND CONSIDER THE CHARGE OUTLINED IN TOWN COUNCIL RESOLUTION NO. 12-15, INCLUDING BUT NOT LIMITED TO:**

The members discussed the following topics:

- Review and discuss information requested at the last meeting such as:
  - Town's Personnel Manual (as it relates to social media)
  - Listing of Town employees who currently administer any Town sponsored social media pages
  - Inventory of the Town's social media sites
- General discussion related to the charge as outlined in the Resolution

- Interest in having the Town's social media policy made available on all the social media sites (e.g. Facebook, Twitter, etc.)
- A review of various cities that have an existing social media policy
- Interest in knowing what the circumstances were that prompted some of the cities to put a policy in place
- Should Councilmembers and volunteers be considered separately or as the same
- If there is a need to have a policy as it relates to employees
- Concerns regarding compliance with the Open Meetings Act and whether there is a need for information to be linked to the Town site in some way
- Scenarios where information posted on social media might put the Town at risk legally
- Consequences applicable to elected officials in the event there was a violation of a social media policy
- If there is interest in recommending a policy it would be important to identify the reason the committee came up with the policy
- Importance of ensuring the Town is in legal compliance
- Records retention
- Interest in regular password changes in relation to access to social media pages
- Discussion regarding the rights of free speech and what that means
- If the Town's social media policy, as currently defined with respect to terms of use, is legally accepted as written
- Possible public confusion as it relates to banning members on Town social media sites as compared to other sites
- Legal concerns associated with an elected official having their own page
- Differences between guidelines versus policy regarding social media
- Whether it's the Town, or individuals, who are subject to penalties under the OMA OR PIA
- Social media as a communication tool and how it does/doesn't differ from a conversation or newspaper

Ms. Fox, Ms. Knierim, or Ms. Bolitho responded to questions from members primarily related to the structure and outline of Town sites as follows:

- How are the social media pages linked
- Explanation about how sites are managed, including general oversight and guidelines associated with the Town's pages
- Where is the Town's social media policy posted
- Is there a specific policy as it relates to what Town administrators can and can't do on social media
- If there is a policy as it relates to employees posting on the social media sites
- What would be a reason for banning someone from using the Town's social media site
- How many Flower Mound residents have been removed from Town social media sites
- Concerns related to frequency of password changes

### **OTHER MOTIONS MADE**

Member Hitt moved to make no change related to adopting a social media policy for Town employees and Member McDaniel seconded the motion.

### **Committee Discussion**

No discussion on the motion.

**VOTE ON MOTION****AYES: Ruthrauff, McDaniel, Jellison, Hitt, Doyle****NAYS: None**

Member McDaniel moved to recommend no additional or new policy or protocols regarding social media for elected or appointed officials, and Member Ruthrauff seconded the motion.

Member Hitt offered an amendment to the above referenced motion stating that it be acceptable as presented; however, pending full review by the Town Attorney for his acknowledgement that there is nothing out of compliance.

Member Jellison clarified the intent of the amendment and Mr. McDaniel indicated he wouldn't accept the amendment given the Town Attorney has already provided input on the matter.

Chairman Tasker clarified options related to the motion and associated amendments.

**Committee Discussion**

There was discussion on the motion by the Committee regarding records retention.

**VOTE ON MOTION****AYES: Jellison, McDaniel, Ruthrauff****NAYS: Doyle, Hitt**

Member McDaniel moved to amend the Town's social media policy to include a page on the official Town web site that outlines the Town's official media sites with hyperlinks to each of them, and with a disclaimer saying that any site or page that is not specifically listed here is not an official Town of Flower Mound site and Member Jellison seconded the motion.

**Committee Discussion**

There was discussion on the motion regarding the ability to link back to the Town's official web site

**VOTE ON MOTION****AYES: Ruthrauff, McDaniel, Jellison, Hitt, Doyle****NAYS: None**

Member McDaniel moved to recommend no change to the current digital media social networking sites terms of use policy for the Town, and Member Jellison seconded the motion.

**Committee Discussion**

There was discussion on the motion regarding:

- Terms of use language
- Where is the information located
- Who is the policy meant for
- Records retention/public information requests

**VOTE ON MOTION**

**AYES: Doyle, Hitt, Jellison, McDaniel, Ruthrauff**

**NAYS: None**

**E. COORDINATION OF CALENDARS**

Chairman Tasker summarized next steps for the committee and he noted there are no future meetings scheduled unless desired by Town Council.

**F. ADJOURN MEETING**

The meeting was adjourned at 8:09 p.m.