

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF DENTON AMENDING POLICY NO. 505.03 "SOCIAL MEDIA" FOR BOTH PERSONAL AND OFFICIAL SOCIAL MEDIA ACCOUNTS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Policy No. 505.03 "Social Media" was originally adopted 2010; and

WHEREAS, Policy No. 505.03 "Social Media" was last updated 2020; and

WHEREAS, the "Social Media" Policy was originally developed as a set of social media expectations established by the City. As these expectations became embedded within the City's core values, it became necessary to articulate more comprehensively the underlying standards and principles upheld by the organization in regard to personal and professional use of social media; and

WHEREAS, framework established for official social media accounts created or maintained on behalf of the City of Denton and to personal social media use when employees identify themselves as City employees or when such use reasonably impacts City operations, workplace conduct, or public trust; and

WHEREAS, Policy No. 505.03 "Social Media" establishes guidelines for employees regarding comment moderation, disclaimer information; and

WHEREAS, the City Manager recommends adoption of these revised and newly established policies and the City Council desires to adopt such policies; NOW, THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY RESOLVES:

SECTION 1. The Policy Statement in "Social Media", which is incorporated in this section, is hereby adopted as an official policy of the City of Denton:

POLICY STATEMENT: This policy promotes responsible and professional use of social media by City of Denton employees and outlines standards for both personal and official social media accounts. It sets expectations for conduct, ensures protection of confidential information, and upholds the City's commitment to integrity, transparency, and community engagement.

Social media is a valuable tool for communication. Employees' individual rights are respected and in their private capacity may choose to share their opinions, but as employees are also in a position of public trust, they must also exercise reasonable judgment, as online content may affect the reputation or operations of the City. This policy safeguards the City while supporting open, inclusive, and respectful digital interaction.

SECTION 2. This Resolution adopts and approves the “Policy Statement” portions of Policy No. 505.03 Social Media. The “Administrative Procedures” portion of the Policy on Policies, Administrative Directives, and Procedures is not a policy of the City Council but rather an administrative procedure describing the means and methods by which City management implements the Policy. The City Manager is authorized to amend and issue such administrative procedures and directives as deemed necessary to implement the Policy related to personnel and internal operational matters.

SECTION 3. The attached policy shall be filed in the official records with the City Secretary.

SECTION 4. This Resolution shall become effective immediately upon its passage and approval.

The motion to approve this Resolution was made by [_____] and seconded by [_____].

The Resolution was passed and approved by the following vote [__ – __ – __]:

	Aye	Nay	Abstain	Absent
Mayor Gerard Hudspeth:	_____	_____	_____	_____
Jordan Villareal, District 1:	_____	_____	_____	_____
Nick Stevens, District 2:	_____	_____	_____	_____
Suzi Rumohr, District 3:	_____	_____	_____	_____
Joe Holland, District 4:	_____	_____	_____	_____
Brandon Chase McGee, At Large Place 5:	_____	_____	_____	_____
Jill Jester, At Large Place 6:	_____	_____	_____	_____

PASSED AND APPROVED this the _____ day of _____, 2026.

GERARD HUDSPETH, MAYOR

ATTEST:
KRISTI FOGLE, INTERIM CITY SECRETARY

BY: _____

APPROVED AS TO LEGAL FORM:
MACK REINWAND, CITY ATTORNEY

Susan Keller
Digitally signed by Susan Keller
Date: 2026.06.09 16:30:14 -05'00'

BY: _____