



AGENDA INFORMATION SHEET

DEPARTMENT: Human Resources

CM/ DCM/ ACM: Frank Dixon, Assistant City Manager

DATE: June 16th, 2026

SUBJECT

Consider approval of 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.

STRATEGIC ALIGNMENT

This action supports Key Focus Area: Pursue Organizational Excellence and Collaborative and Respectful Leadership.

INFORMATION

The City's Code of Ordinances, Section 2-28, "Policies, Procedures, and Directives," establishes the definitions and approval processes for policy documents. The City of Denton maintains two types of policy documents: Policies and Administrative Directives.

- **Policies** must be adopted and approved by the City Council. A "Policy" means a statement of overall philosophy and direction, describing goals to be accomplished and programs to be established. To revise a Policy Statement, the City Council must approve the revision.
- **Administrative Directives** are approved and issued by the City Manager to city employees to establish rules and regulations concerning internal operational matters. Administrative Directives do not require City Council review or approval for enactment or revision.

BACKGROUND/INFORMATION

- Originally adopted 2010
- Last Updated 12/17/2020
- Improved clarity and readability; removed procedural steps from policy, outlined the SOP for comment moderation
- Clear 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.
- Revised the policy to reflect both personal and professional use of social media.
- Roles and Responsibilities and Definitions were added for easy understanding.

RECOMMENDATION

Staff recommends approval of the resolution.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Resolution

Exhibit 3 – Revised Policy No. 505.03 Social Media

Exhibit 4 – Redlined Policy Draft 505.03 Social Media

Exhibit 5- Comment Moderation SOP

Respectfully submitted:

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For information concerning this policy, contact:

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