

# **City of Globe**

## **COMMUNICATIONS POLICY**

**Adopted August 11, 2015**

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## **Communications Policy Objective**

The City of Globe believes that the key to the successful operations of a municipal organization is communication, both internal and external. The objective of this Communications Policy is to provide the organization a guide to fulfilling the City's mission through the proper dissemination of information. If you have questions that this guide does not cover, please contact the City Clerk's Office at (928) 425-425-7146.

The Communications Policy includes the following:

- Media Policy
- Social Media Policy
- External Link Policy

## **Internal Communications**

Departments are in charge of communications within their departments. However, please utilize the City's logo on all documents and please ensure that the document is written in a professional manner. The City Clerk's Office will review any document upon request. Please note that proofreading takes 1-2 business days, but may take longer depending on the length of the document.

## **External Communications**

### **Official Spokesperson**

The City Manager will designate an official spokesperson for each department or for the City, in the case of an emergency. The Mayor, or their designee, is the official spokesperson for the City Council.

### **Cultural Identity**

All departments will identify themselves as the City of Globe. Exceptions will be made for specific purposes, such as to meet grant funding requirements. This includes advertisements, fliers, press releases, newsletters, etc. If your department has a specific need for utilizing the department's name for branding, please consult with the City Manager.

"This meeting is sponsored by the Development Services Department..." should be "The meeting is sponsored by the City of Globe..."

## **Press Releases and Press Statements**

The City of Globe will utilize press releases to announce City programs, services, events, etc. The City will also utilize releases as a way to inform the public of a certain topic. Designated Public Information Officers (PIO) will prepare, for review and distribution, all press releases to local, regional and national media. All press releases must be reviewed by the City Manager, or designee, prior to distribution or release.

The City of Globe will utilize press statements to add clarity to a particular issue, topic or media story. Press statements will be issued by designated Public Information Officers under the guidance of the City Manager, City Council and/or the City Attorney.

When requesting a press release, please email the designated department PIO, or City Manager's Office, and submit the information to be released in detail. Please allow for an adequate amount of time prior to the need for the release; at least one week prior to the distribution date. Emergency releases will be addressed under Emergency Notifications.

### **Media Inquiries/Interviews**

All media requests for interviews for departments and staff will be handled through the City Clerk's Office. Department directors are encouraged to give interviews regarding their departments or areas of expertise in a timely and courteous manner. If your department is contacted by a member of the press on a routine topic for your department, please contact your supervisor or department director for a protocol to respond and afterwards, follow up with the City Clerk's Office.

On non-routine topics, please refer the reporter to the City Clerk's Office and we will work with your department on a response. Departments should consult with the City Clerk's Office if they have questions regarding the release of sensitive or controversial information. In instances regarding the legality of releasing information, the department and the City Clerk's Office will consult with the City Attorney. For additional guidance, please refer to the City's Media Policy.

When possible, the City Council will receive notification of press release distribution at least one hour prior to the distribution. The exception will be emergency notifications when time is of the essence regarding the release of vital information to the community. After emergency notification is made, the City Council shall be informed as soon as possible, but within one hour of the emergency notification, either by the department PIO or the City Manager.

The City Clerk will ensure that the media has current contact information and is aware of the City's media policy. In addition, the City Manager will facilitate media training sessions and provide tips on interviewing when requested.

### **Editorial Board Meetings and Op-Ed Columns**

At any time, City of Globe officials may meet with an editorial board of a publication to provide additional insight into a topic directly involving the City. The City Clerk's Office will assist with the logistics of setting up such a meeting. City staff that are approached or who desire to write an editorial or opinion piece as a representative of City Hall shall receive approval from the City Manager and work with the City Clerk's Office. This ensures that the message stays consistent with the City's views and mission.

### **Emergency Notifications**

Fire and Police responses to emergencies in the community will be reported directly to the media by a designated department spokesperson (PIO) with the approval of the Fire or Police Chief. Police Department releases concerning traffic advisories, investigations and other routine community relations activities may also be reported directly to the media. Any releases deemed to be of concern to the community should also be sent to the City Manager.

### **Web site**

The City of Globe web site will serve as a resource for residents, visitors and businesses. The site will convey the City's message while providing current and vital information. The web site will be managed by the Web Administrator. However, each department will be responsible for

ensuring that the information on their web page is current and accurate. Each department should review their web content on a regular basis.

### **Presentations/Publications**

The City creates and distributes a variety of communication documents including, but not limited to, press releases, media advisories, brochures, PowerPoint presentations, annual reports, staff reports, newsletters, advertisements, posters, postcards, flyers, etc.

All presentations, publications and items purchased with City funds should bear the City of Globe logo and web site address. Externally distributed publications must be reviewed by the City Manager or designee to guarantee that all publications representing the City reflect a consistent message and image and to ensure that branding guidelines have been met.

Internally distributed publications must also bear the City of Globe logo and should be reviewed by the department director, or their designee, prior to distribution.

### **Use of City Logo**

The City of Globe logo shall be used on all City publications, external communications, fliers, invitations, programs, posters, paraphernalia and any item requiring a symbol of identity. When designing a publication or an item with the logo, please consult with the City Clerk's Office.

Internal requests for camera-ready copies of the logo or the symbol should be made through the City Clerk's Office. Scanned or modified copies of the logo or the symbol are prohibited. External organizations requesting the City logo should be referred to the City Clerk's Office. The City does not output the logo to external organizations but will work with those who have an established partnership with the City or are hosting an event in which the City serves as a sponsor.

Use of the City logo from non-partner organizations and copying images from the City's web site for personal or commercial use is strictly prohibited. If you see the City's logo displayed in such a manner, please notify the City Clerk's Office.

### **Citizen Inquiries**

Departments should respond to citizen inquiries in a courteous and timely manner. This includes inquiries received by e-mail, telephone, web or U.S. mail. Please notify the City Manager and your department director of inquiries of a sensitive nature.

### **Public Records Requests**

All requests for public records should be forwarded to the City Clerk's Office for an official response.

### **Advertising**

The City Clerk, or their designee, will approve in advance all paid advertising (print, broadcast, Internet, billboard, radio, etc.). This does not include paid advertising utilized for hiring purposes or advertising that meets a state statute. The City will only advertise City programs, services or events in which the City serves as a partner or a sponsor of.

### **Photo Usage**

The City will not post photos for which it does not have the copyright or owner's permission to use. The City does not provide photo credit in its publications or postings.

## **Media Policy**

### **Objective:**

Effective communications with the media are critical to the City of Globe's ability to provide accurate and consistent messaging. Effective media relations best serve the City by:

- promoting news, services, activities and events of significance
- expanding the general visibility of the City
- ensuring that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature

### **General Procedures for Dealing with the Media**

The City Manager, designee, will be the official spokesperson for the City. The Mayor, or their designee, is the official spokesperson for the City Council.

- All inquiries from the media should be referred to the department PIO.
- Depending on the topic, the City Manager or the department PIO may designate a department director to serve as spokesperson on a particular issue.
- In cases of critical significance to the City, the City Manager will work with City officials to develop a fact sheet to detail the situation and summarize the City's position.
- In the event of a crisis or emergency situation, the City Manager or designated department PIO's will handle all contacts with the media and will coordinate the information flow from the City to the public. In such situations, all departments should refer calls from the media to the City Clerk's Office.
- City Council members respond to media inquiries at their own discretion. Council members are asked to notify the City Manager when they have had contact with the media and are encouraged to work with the City Clerk's Office when they receive advance notification of a media inquiry.

Since positive media solicitation is an integral element of the City's communications program, any ideas for articles or pieces that would positively portray the City should also be directed to the City Clerk's Office. In a similar manner, the City Manager should be notified about negative occurrences that are likely to rise to the level of a news story.

Guidelines for communicating with the media when the issue is non-controversial and limited to the director's area of expertise:

- Obtain the name of the person calling, the media organization and, if available, the anticipated time of release of information in print or broadcast. This information should be included in the notification to the department PIO.
- Do not offer speculation or gossip. Do not answer a reporter's question with "no comment" instead, refer them to the City Clerk's Office. Personal opinions should not be communicated. Please know that nothing is ever "off the record" and declaring that statement is not supported by any law.
- Issues that should not be discussed with reporters are 1) legal issues, 2) personnel issues, 3) a crisis or emergency. Refer all such inquiries to the City Clerk.

## **Written Communication with the Media**

### **Press Releases**

Press releases shall be prepared by the department PIO and reviewed by the City Manager or designee prior to release.

- Staff liaisons to boards, commissions or committees may prepare news releases publicizing specific City events (date, time, place, etc.) after being reviewed by their respective departments. The releases will be forwarded to the City Clerk for distribution.
- All press releases containing controversial or sensitive materials and/or matters relating to general public safety will be prepared by the department PIO and distributed to the City Council, City Manager and City Attorney and the respective department director prior to release to the media.
- All written communications will be done in Associated Press (AP) Style, which is the accepted style of the media.

### **Public Safety**

Fire and Police responses to emergencies in the community may be reported directly to the media by a designated department PIO with the approval of the Fire or Police Chief and the City Manager. Police Department releases concerning traffic advisories, investigations and other routine community relations activities may also be reported directly to the media. Any releases deemed to be of concern to the community should also be copied to the City Manager or designee.

### **Editorials/Op-Eds**

City staff that are approached or who desire to write an editorial or opinion piece as a representative of City Hall shall receive approval from the City Manager. This ensures that the message stays consistent with the City's views and mission.

### **News or Press Release Distribution Process**

A department may request that the PIO issue a news or press release on its behalf, after providing them with all relevant information. The release will be sent to the requesting department for review and approval before distribution. Once approved, the department PIO will be responsible for distribution to the news media. The initiating department is responsible for sending copies to their personnel.

### **Media Distribution List**

News releases shall be sent automatically in electronic, PDF format to a list maintained by the City Clerk's Office comprised of all interested, press-credentialed media.

To be included in the City of Globe's media distribution list, please email a request to [ssalazar@globeaz.gov](mailto:ssalazar@globeaz.gov).

### **Other Publications**

All published reports, brochures, fact sheets, or any other printed material, should be sent to the City Clerk's Office to be archived and posted to the web site.

### **Calendar Announcements**

All City meetings and City-sponsored or partnered events should be reported to the Web Administrator or department designee, if applicable, for inclusion in the City's calendar, which is shared with local media and citizen groups and is made available on the City's web site.

### **Online Community Forums**

City employees shall not represent the City or its departments on any online community forum. Members of the City Council, Boards, Commissions or Committees who participate in an online forum shall do so under their name and not anonymously or through a pseudonym when the discussion may have impact on any City operations.

## **Social Media Policy**

### **Objective**

To provide guidance and establish standards for utilizing social media sites to conduct City business.

### **Responsibility**

- It is the responsibility of the City Clerk's Office, in conjunction with the Web Administrator, to maintain the City's official Internet presence via social media and networking sites.
- It is the responsibility of any City department who wishes to engage in social media to coordinate their request with the City Clerk's Office.

### **Definitions and Scope**

This policy covers social media tools including, but not limited to the following:

- Social media sites: social media sites focus on creating and fostering online social communities. These sites offer various ways to interact including instant messaging, blogging and commenting, online forums, status update, sharing of pictures and video, etc. Example: Facebook
- Blog: a web site where a blog author posts information on specific topics. Readers can respond to the article by posting comments online. Example: Wordpress
- Microblogging: a form of blogging that allows registered users to post short updates (140 characters or less). Example: Twitter
- Discussion Forums: an online bulletin board that may also be referred to as a discussion group or board, a message board or an online forum. On a forum, a registered user can post a message and receive responses to the message on the site. City of Globe employees are prohibited from participating in such forums as representatives or spokespersons for the City of Globe.
- Photo and Video Sharing Web Sites: sites that gives users a method and location to store their digital images and videos and share them with others. Example: YouTube, Flickr
- Wiki: is a web site that allows visitors to add, remove, edit and change content with or without the need for registration depending on the settings. A wiki also allows for posting links to other web pages.

### **Policies and Procedures**

All official City of Globe social media platforms will be administered by the City Clerk or their designee. These platforms shall be used for the sole purpose of informing the public about business of the City including news, programs, services and events. In the absence of the City Clerk, the department PIO, the Web Administrator, the City Manager, or their designee, will administer all official social media sites.

Individual departments may not have or maintain independent pages/sites without submitting a request to the City Clerk's Office. The Public Information Office will review the request to determine if a separate site should be created, if the determination is that it should not, the request will be forwarded to the City Manager for review.

Any department with a social media account will have all passwords associated with the site on file with the City Clerk's Office.



Individual departments wishing to add content to official City social media sites may submit a request to the City Clerk. The City Clerk's Office will determine if the post meets the policy guidelines, if not, the request will be forwarded to the City Manager for review.

The City of Globe web site will remain the official location for content regarding the City. Whenever possible, links within social media outlets should direct users back to the City's web site.

Direct messages and mentions requiring follow up communication will be treated as general correspondence and kept in accordance to retention schedules as determined by the Arizona Library and Archives Records Management Division.

Each social media platform used by the City of Globe shall include the City's mission statement and an introductory statement that clearly specifies the purpose of the site and directs the user back to the City's web site. Branding should include, but not be limited to the City's official logo and colors. The name and contact information posted should not contain a specific employee's name but should be general to the City of Globe.

#### *Posting/Commenting Guidelines*

All postings made by the City of Globe on social media platforms will contain information and content that has already been published or broadcast in an official manner. The City will not comment on other social media member's sites. All official social media postings by the City will be done solely on the City's social media sites or in response to postings made on the City's social media sites.

Postings made on the City of Globe social media platforms will use a plural voice as you are representing the organization and not yourself. Refer all postings to the City's web site for additional information and not to a third-party site.

Confidential City business shall not be disclosed on either the City's social media sites or the personal social media site of a City employee. In addition, all use of social media sites by elected and appointed officials shall be in compliance with Arizona's open meeting laws.

The City of Globe reserves the right to remove any comments or postings that are in violation of this policy. Any participant of the City's social media sites who violates this policy may be permanently blocked from the site. The City may remove comments or materials when they are:

- Potentially libelous
- Factually inaccurate
- Politically biased
- Obscene or sexually explicit
- Hateful or mean spirited
- Personal attacks, insults, profane, name calling or threatening
- Confidential information that is posted without consent
- Unsolicited promotions or spam

The City will not post photos for which it does not have the copyright or owner's permission to use. The City does not provide photo credit in its publications or postings.

The City does not participate in chat functions nor does it comment in online forums.

#### *Additional Procedures*

YouTube (or similar web site): Video content must first be approved by the Web Administrator or the PIO and may only be placed on YouTube by the aforementioned individuals. YouTube may be used for job recruitment, economic development, communication, and marketing purposes.

Facebook (or similar web site): Approved content will be posted to the City's Facebook site by the Public Information Office or a department designee for a departmental Facebook page. Information will be static and refer back to the City's web site. At limited times discussions may be used to garner input from residents. Those discussions will be facilitated by the Public Information Office.

#### **Request for New Social Media Site Usage**

All requests for new social media sites and services to promote City business, services or events must be submitted to the City Manager for review. Requests should be accompanied by an explanation of:

- the purpose of the social media site or service;
- primary audience served;
- the reason internal or existing resources will not meet these needs; and
- a date range for the project (i.e. when will it launch, how long will it be in effect).

All content posted on City of Globe social media sites must comply with the City's Social Media Policy, unless otherwise agreed upon between the requesting departments, the City Manager's Office and the City Clerk's Office. Employee or City confidentiality will be maintained in accordance with all applicable laws and City policies. If a question arises regarding the use or posting of confidential information 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.

Notwithstanding the opinion of the City Attorney, the City Manager's Office 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.

All social media-based services to be developed, designed, managed by or purchased from any third-party source for use requires appropriate budget authority and approval from the City Manager in conjunction with the Information Technology Manager. The requesting department will be responsible for all costs related to the purchase, maintenance and support of third-party products.

#### **City Manager's Office Procedures**

If a department does not agree with the determination of the City Clerk's Office, they may make an appeal to the City Manager. The decision of the City Manager will be final. In addition to the administrators provided by this policy, the City Manager's Office may also determine/approve additional employee access to social media sites from City computing equipment.

## **Responsibilities**

- It is the responsibility of employees, and appointed and elected officials to understand the procedures as outlined in this policy.
- Designated administrators for City social media sites will be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.
- The City Clerk will chair a Social Media Committee consisting of members of the Police Department, Fire Department, Administration Department, and Information Technology Department. The committee will meet at least every six months to update and review policies and make recommendations to the City Manager regarding current trends and potential impacts on technology services infrastructure.

## **External Link Policy**

**Objective:** To provide guidance for the posting of external links to the City of Globe web site. Please use this policy as a reference when responding to requests from external organizations.

Globeaz.gov is the City of Globe's Internet communication vehicle. The web site is a resource for the public and provides information about City programs, events, and governance. The web site is maintained by the Web Administrator.

1. The City web site may contain links to web sites that are not administered by the City of Globe. These external web sites are provided to further the mission of the City through partnerships. The City is not responsible for the content of these web sites or for any internal links the web sites may contain. The placement of these links on the City's web site does not mean that the City endorses, warrants, or accepts responsibility for the content or uses of the external web site.
2. The City conducts regular reviews of the external links on its site to confirm that the link still meets the original goal of furthering the City's mission through partnerships.
3. The City may refuse a request for including a link or delete a posted link at any time and without notice in accordance with this policy.
4. All external links featured on the City's web site must be consistent with the City's web site purpose, as stated herein. The external links must be authorized by the City Clerk's Office. If a requestor does not agree with the determination of the City Clerk, they may appeal the determination to the City Manager. The decision of the City Manager will be final.
  - a. Links to commercial vendors/businesses, media, public interest groups, private organizations, nonprofit organizations and private individual sites are prohibited with the exception of those stated in section b.
  - b. Links to the following types of web sites may be authorized if the web sites are consistent with the purpose of the City of Globe:
    - i. Government sites, including Federal, state and local governments
    - ii. Quasi-government organization sites that serve the City of Globe
    - iii. Official sites of City-sponsored or City-partnered events or functions. (Sponsor means the City has approved funding or support with either authorization from the City Council or City Manager.)
    - iv. Sites that are required for a vendor to provide services in performing its contractual obligations to the City of Globe.

- v. Sites that provide software plug-ins necessary for the user to access files on the connection (e.g. Adobe's Acrobat).
- vi. Links to research or data that supports a City of Globe program or activity.

### **Request Procedures**

1. A written request for a link must be submitted to the City Clerk's Office for consideration.
2. The request must include a specific description of the web site link requested and provide justification for the external link.
3. The City Clerk's Office will review the request and provide a response to the requestor within three (3) business days of receiving the request.
4. The Web Administrator will review links on a periodic basis and will remove any links that no longer comply with this policy within 10 business days of the review.

### **Authority**

This policy has been approved by:

The Globe City Council on August 11, 2015