

Bridging Bastrop Board: Social Media Guidelines

1. **Be Professional:** Always represent the city with professionalism. Avoid sharing personal opinions or engaging in disputes.
2. **Respect Confidentiality:** Do not post confidential or sensitive information. Follow all applicable privacy laws and city policies.
3. **Stay Accurate:** Ensure that all information shared is accurate and up-to-date. If you make a mistake, correct it promptly.
4. **Engage Respectfully:** Respond to comments and questions in a respectful and courteous manner. Avoid arguments or negative interactions.
5. **Be Transparent:** Clearly identify yourself as a representative of the city board or commission. Use official channels for communication.
6. **Follow City Policies:** Adhere to the city's social media policy and guidelines at all times.
7. **Avoid Endorsements:** Do not endorse or promote any products, services, or political candidates.
8. **Report Issues:** Report any inappropriate or offensive content to the appropriate city department for review.
9. **Maintain Consistency:** Ensure that your posts are consistent with the city's messaging and branding guidelines.
10. **Monitor Activity:** Regularly monitor social media accounts for comments, questions, and interactions that require a response.