ROLLINGWOOD
TEXAS

City of Rollingwood, Texas
Communication Policy

1. Purpose

The purpose of this Communication Policy is to provide understanding and guidance for the appropriate use of verbal, printed and digital communication tools, by City of Rollingwood employees and Council Members while conducting city business. This Communication Policy protects the city's reputation by ensuring consistency and accuracy of the information placed in public realm and adhering to the City Brand Guidelines.

2. Scope

This policy applies to the Mayor, Council Members, contractors and employees of the City of Rollingwood, including full-time, part-time, contract employees, and volunteers.

3. Context

Effective two-way communication is a key component in achieving public trust, participation and collaboration. Transparency promotes accountability and provides information for the citizens, businesses and visitors of Rollingwood. Timely, reliable and accurate communication is an integral part of achieving transparency.

All forms of communication, including verbal, printed or digital, must to adhere to the highest standards of ethical practice and professional competence, and remain consistent with relevant legislation, regulations and policies.

The City Council is committed to developing and implementing a communication policy, practices and resources that:

a. Inform the community of key city decisions, services, programs and initiatives.
b. Promote accessibility by the community to the Mayor, City Council Members and employees.
c. Promote transparency and accountability of the city's decision-making processes.
d. Promote opportunities for the community to participate in city activities.
e. Build civic pride through a positive image of the city that adheres to the City of Rollingwood Brand Guidelines.

4. Communication Method

To ensure the City of Rollingwood is delivering services in-line with community needs and expectations, the city communicates with key stakeholders through a variety of channels to engage with their needs, concerns, ideas and aspirations.

a. Electronic Communication Methods

i. *City Website* - The city website is the main method of communication with the public. Other communications shall, when possible, refer to the city website to promote uniformity of information communicated. The city's website, www.rollingwoodtx.gov, is managed by city staff.

ii. *City Council Message Board* – This board allows for communication by and among members of the City Council between traditional posted meetings (online) and is permitted by state code section Sec. 551.006. The purpose is to encourage enlarged discussion and to facilitate more informed decisions; to maintain the public's right to have open access to fully transparent information. Per statute, the message board may be used only by members of the governmental body or staff members of the body who have received specific authorization from a member of the governmental body

iii. *Email and SMS* - City staff and officials routinely use email and SMS (Text Messaging) for official and informal communication with other city staff members and officials, citizens, businesses and other municipalities.

iv. *Social Media* - The city's approved social media sites currently include Facebook and Nextdoor. All city-sanctioned social media sites shall be maintained by the City Administrator or his/her designee. Any content to be posted on city- sanctioned social media sites must meet the approval of the City Administrator and be in compliance with the city's Social Media Policy. Texas Public Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.

v. *E-Newsletter* - When issued, the newsletter is to be posted on the city website and sent electronically to Swift911 subscribers. The newsletter may contain a City Administrator and/or Mayor's message, departmental updates, resident spotlight, business spotlight, police report including calls for service and crime statistics, and relevant information on programs, community events, City Council decisions, and announcements for upcoming meetings.

vi. *Video Recordings* – City Council and Board and Commission meetings are live streamed and recorded, and are available for on-demand viewing on the city website at https://www.rollingwoodtx.gov/meetings and on the city's YouTube channel at https://www.youtube.com/channel/UCFiB55YYd53wvpA0WomkBFQ.

Communication Policy (Updated September 2020)

b. Mass Notification System (Swift911)

The mass notification system allows the city to contact large numbers of people simultaneously via multiple methods including land-line phones, cell phones, text messages, emails, and via social networks. The City Administrator will oversee the overall use of the system.

c. Mail and Newspaper Notices

The city utilizes U.S. Postal Service Mail and newspaper postings (in the Westlake Picayune and/or Austin American Statesman) to communicate important information to citizens as required by the city's Code of Ordinances and other applicable statutes.

d. Street Signs and Banners

Brief information (date, time, location) can be posted on signs and banners placed in various locations throughout the city. The City Administrator must approve any signs and/or banners placed in the public right of way or on city property.

5. City Brand Guidelines

The City of Rollingwood strives to establish and maintain a positive municipal image and identity. In mid-2018, the City Council approved a comprehensive branding effort in partnership with the Rollingwood Community Development Corporation (RCDC).

The City of Rollingwood branding guide should be referenced for all city communications and should be used appropriately and consistently across all communication platforms. The guidelines for logos, photos, fonts, colors and the voice and style of Rollingwood's written content will help the city provide a uniform voice and style which will help the community identify official correspondence and ensure that stylistic best practices are consistently followed. The city branding guidelines and downloadable assets can be found at: https://rollingwoodbrandguide.com/.

6. Communication Policy Updates

City staff will review this document periodically to ensure that it contains up-to-date information. Any potential changes or updates that materially alter this document will be brought to City Council for approval.