

ST. TAMMANY PARISH COUNCIL

RESOLUTION

RESOLUTION COUNCIL SERIES NO. C-7267

COUNCIL SPONSOR: MR. COUGLE

PROVIDED BY: COUNCIL OFFICE

A RESOLUTION AUTHORIZING THE COUNCIL ADMINISTRATOR TO ESTABLISH AND MANAGE SOCIAL MEDIA ACCOUNTS ON BEHALF OF THE ST. TAMMANY PARISH COUNCIL

WHEREAS, the St. Tammany Parish Home Rule Charter grants the Council the authority to hire employees “as may be necessary to assist the Council in carrying out its duties and responsibilities”; and

WHEREAS, the Council desires to utilize social media to foster greater transparency, improve public communication, and increase efficiency in delivering information to the citizens of St. Tammany Parish; and

WHEREAS, the Council finds it appropriate to authorize the Council Administrator to establish and maintain official social media accounts on behalf of the Council; and

WHEREAS, whenever feasible, the Parish Public Information Office (PIO) shall serve as the creator and administrator of social media accounts; however, in circumstances where the PIO does not have an account for a particular platform, the Council Administrator may authorize the establishment of its own official account(s); and

WHEREAS, policies and procedures are attached hereto to define the roles, responsibilities, and parameters governing the creation and management of official Council social media accounts.

THEREFORE, THE PARISH COUNCIL OF ST. TAMMANY HEREBY RESOLVES the Council authorizes the Council Administrator to establish and manage social media accounts on behalf of the St. Tammany Parish Council.

THIS RESOLUTION HAVING BEEN SUBMITTED TO A VOTE, AND THE VOTE THEREON WAS AS FOLLOWS:

MOVED FOR ADOPTION BY: \_\_\_\_\_

SECONDED BY: \_\_\_\_\_

YEAS:

NAYS:

ABSTAIN:

ABSENT:

THIS RESOLUTION WAS DECLARED ADOPTED ON THE 12<sup>TH</sup> DAY OF MARCH, 2026, AT A REGULAR MEETING OF THE PARISH COUNCIL, A QUORUM OF THE MEMBERS BEING PRESENT AND VOTING.

\_\_\_\_\_  
CHERYL TANNER, COUNCIL CHAIR

ATTEST:

\_\_\_\_\_  
KATRINA L. BUCKLEY, COUNCIL CLERK



## **Social Media Policy and Procedures**

### **ST. TAMMANY PARISH COUNCIL**

#### **1. Purpose**

To establish clear guidelines and procedures for the use of social media by ST. TAMMANY PARISH COUNCIL employees and representatives. This policy ensures responsible use that aligns with legal, ethical, and professional standards.

#### **2. Scope**

This policy applies to:

- All official social media accounts managed by St. Tammany Parish Council
- All employees, contractors, or agents posting on behalf of the St. Tammany Parish Council

#### **3. Definitions**

- **Social Media:** Websites and applications that enable users to create and share content or participate in social networking (e.g., Facebook, Twitter, LinkedIn, Instagram, YouTube, Nextdoor).
- **Official Account:** Any social media account authorized and managed by the Parish Council for public communication.
- **Personal Account:** A social media account owned and maintained by an individual in a private capacity.

#### **4. Policy and Content Guidelines**

##### **Acceptable Use**

- Only designated personnel may post on official agency accounts.
- Content must align with St. Tammany Parish Council mission, values, and legal obligations.
- Posts should be informative, timely, and accurate.

##### **Prohibited Use**

- Do not post confidential, classified, or sensitive information.
- Avoid partisan political content, lobbying or political endorsements
- Do not engage in harassment, hate speech, or discriminatory remarks.
- The account will not endorse political candidates or be used for any political candidates campaigns.
- Do not represent personal opinions as official Parish Council views.

##### **Comments**

- St. Tammany Parish Council Office reserves the right to review all comments and hide comments that:
  - Contain personal threats or hate speech
  - Are obscene or graphic
  - Promote illegal activity or contain spam
  - Violate copyright, trademark or proprietary laws
  - Contain private or confidential information
  - Altered photographs, images and media
  - All hidden comments will be archived and documented per public records law.

##### **Monitoring and Engagement**

- Comments and messages must be monitored during business hours.
- Respond to public inquiries within 24–48 hours.
- Escalate inappropriate or threatening content to legal or law enforcement as needed.

##### **Public Records Compliance**

- All social media communications are subject to public records laws.
- Maintain records of posts and direct messages according to records retention policies.

**Crisis Communication**

- Only authorized spokespersons may post during emergencies.
- Crisis messaging must be timely, factual, and coordinated with emergency response teams.

**Review and Revisions**

This policy will be reviewed annually or as needed to reflect changes in law, technology, or agency objectives.

Effective Date:

Next Review Date:

Approved By: