



Agenda Item No.: 51.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF SEPTEMBER 4, 2013

DEPARTMENT: OFFICE OF COMMUNICATIONS
DIRECTOR: DAVID RIGGLEMAN

☐ Consent ☒ Discussion

SUBJECT:
ADMINISTRATIVE:

Report on the External Social Media Policies for the Office of Communications

Fiscal Impact

☐ No Impact ☐ Augmentation Required
☐ Budget Funds Available

Amount:

Funding Source:

Dept./Division: Office of Communications/Public Affairs

PURPOSE/BACKGROUND:

The City of Las Vegas is committed to providing residents improved access to their government through various forms of media and outreach programs. In order to achieve this goal, the Office of Communications has developed an external policy for the City's social media.

RECOMMENDATION:

Report only, no action required.

BACKUP DOCUMENTATION:

External Social Media Policy

Minutes:

DAVID RIGGLEMAN, Communications Director, provided a brief report on the new Social Media Policy. The City of Las Vegas is committed to communicate using social media, and as such a Social Media Team was formed in May. Survey results indicated that over half of the adults in the United States use some form of social media to communicate and sites like Facebook have over a billion followers world-wide. The policy will help communication via social media in an effective way. The external policy speaks to the dissemination of information to the public and the world. The internal policy will speak to how employees can use the social media while on the job. The policy is similar to the current policy and it is also consistent with state law, which precludes the usage of public dollars to support private things, such as political candidates and ballot initiatives. If a Councilmember decides to run for re-election, once they file, their picture, quotes, statements or names will not be featured. However, issues, events or information about the Wards and the City will still be reported.

MR. RIGGLEMAN introduced the Social Media team, led by DIANA PAUL; HEATHER CURRY, JENNIFER DAVIS and SUSIE MARTINEZ. He indicated that there are 10,000

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followers on Twitter. The site is very informative, and it was a great source of information during the flood and what was happening in the northwest. Amongst the top United States cities, Las Vegas ranks 18th on Twitter and 13th on Facebook on the number of followers.

A new site called Tumblr was launched, which is a micro blog site similar to Twitter, but is more flexible in that one is not limited to 100 characters. People can access the site at cityoflasvegas.tumblr.com. Next week the City of Las Vegas will be launching instagram, a new site to share photos, videos, and events. Throw back Thursday will show historical photos of Las Vegas. A Facebook site will be created for each City Council's Ward to report on what is happening in the Ward. MAYOR GOODMAN congratulated MR. RAGGLEMAN for the report.

COUNCILMAN BARLOW was pleased that Facebook and Twitter have been embraced by the City and to have the opportunity for the City to communicate through this type of social media with the entire community.

