



## **City of Pasadena Community Relations Department Communications & Marketing Policies and Procedures**

### **1.0 POLICY**

- 1.1 This document identifies the policies and procedures utilized by the Community Relations Department to disseminate and regulate information to audiences on behalf of the City of Pasadena, TX.
- 1.2 To provide guidelines for how the City's various communication channels may be used and the types of information that may be provided through those channels.

### **2.0 PURPOSE**

- 2.1 The mission of the Community Relations Department is to be a City of Pasadena link to citizens, staff and media, enabling each to share information on city news and special events, understand local and regional issues that impact Pasadena and participate in on-going, citywide dialogue to build consensus and community support.
- 2.2 All City communication platforms and channels including website, social media, cable channel and publications are for information on city government, city services, emergency messaging and city-produced or sponsored special events.

### **3.0 SCOPE**

These policies and procedures apply to all City of Pasadena civilian departments and are not applicable to the Pasadena Police Department, the Pasadena Volunteer Fire Department, or elected officials, who maintain their own messaging policies.

### **4.0 MEDIA RELATIONS**

- 4.1 The Community Relations Department of the City of Pasadena serves as the coordinating department for the release of information to the media and to the general public. Information is released to the media via news releases, media advisories and/or news conferences. Information to the public is released via city publications both printed and electronic, city website, city social media sites and The Pasadena Channel.

- 4.2 The Director of Community Relations is the primary spokesperson for the City and also coordinates with the Community Information Manager to designate representatives to speak to the media (if applicable).
- 4.3 Press and Media Releases on city news and events are coordinated through the Community Relations Department.

## **5.0 CRISIS COMMUNICATIONS**

- 5.1 The Emergency Operations Coordinator collaborates with Mayor, Chief of Staff, and Community Relations Director and shall administer any Crisis Communication Plans. The Community Information Manager, Webmaster and Pasadena Police Department PIOs are responsible for disseminating information appropriately.
- 5.2 In the event of a crisis situation, the Community Relations Department will work with the Emergency Management Coordinator, Public Safety officials and the Mayor to provide information to residents and media.

## **6.0 CITY WEBSITE**

- 6.1 The Community Relations Department and Digital Manager are responsible for overseeing content for the city website, working in conjunction with the IT Department and content editors identified by Directors of applicable City departments.
- 6.2 The Community Relations Department will provide assistance to City departments in terms of content management strategy; content management system training and permissions established on the website and applicable social media.
- 6.3 Content of the city website: [www.pasadenatx.gov](http://www.pasadenatx.gov) will also reflect news and information on City services, City government and City-sponsored events and programs. Links on the City website will be provided only to other government websites or non-profit agencies providing a direct service to residents through an agreement with the city.

## **7.0 THE PASADENA CHANNEL**

- 7.1 The Pasadena Channel is partially provided to the City through its agreement with local providers as the City's original cable franchise holder. Information on the cable channel will be limited to city services, city government, city-sponsored events and community programming approved by the Community Relations Department. The Pasadena Channel does not offer or accept direct advertising from private companies.

- 7.2 Pasadena Channel programming is also available on YouTube through *The Pasadena Channel* YouTube account.
- 7.3 City of Pasadena Council meetings can be found on the *City of Pasadena Texas Council Meetings* YouTube account.

## **8.0 SOCIAL MEDIA**

- 8.1 The City of Pasadena-City Hall official Facebook, Twitter, Instagram and YouTube accounts provide information to residents on city news, city government, city services and city events. The Community Information Manager is the primary administrator for the approved social media pages and platforms. Content for the platforms is provided by the designated department representatives whose members represent City departments and post on behalf of their respective departments.
- 8.2 The Director of Community Relations and the Community Information Manager, as primary administrators, have the authority to edit, approve and post information as necessary for all City departments.
- 8.3 Official City of Pasadena social media accounts may **only** be linked to employees work emails, ie: [EmployeeName@pasadenatx.gov](mailto:EmployeeName@pasadenatx.gov) Use of personal emails linked to city social media profiles will not be permitted.
- 8.4 All official City of Pasadena social media accounts must be registered with the Community Relations Department and linked to the City of Pasadena's *Archive Social* record retention software.
- 8.5 The private or direct messaging features on all official City of Pasadena social media accounts (Facebook Messenger, Instagram DM, Twitter DM, etc) shall remain disabled.

## **9.0 USE OF CITY SEALS AND OFFICIAL LOGOS**

- 9.1 Pursuant to Resolution (99-35), use of the City of Pasadena Seal and all related official department logos must be approved in writing by the Mayor's office.