



CITY OF SAN ANTONIO
**SOLID WASTE MANAGEMENT
DEPARTMENT**

#01-15 Media Policy	
Effective Date	7-1-2022
Previous Revisions:	2014
Process Owner	Marcom

Policy Approved:



David Newman, Director, Solid Waste Management



Date

I. Policy

This policy outlines media interactions and replaces the 2014 Social Media Policy.

II. Reporters

Solid Waste employees are not authorized to speak to the media on Solid Waste matters without prior approval from the Director's Office. If you are approached by a reporter, direct them to your supervisor. Supervisors should contact the Marketing Manager for instructions.

Media are not allowed on SWMD property without prior approval from the Director's Office. Should a crew show up, you may tell them that recording is not authorized and direct them to contact the Marketing Manager. Media are allowed to record operations from public streets and/or if they are standing outside City property to conduct their filming.

III. Social Media

If you use a personal social media account (Facebook, Instagram, Twitter, etc.) any posts that identify you as a City employee, must be in compliance with Department policies and City Administrative Directives (ADs). Generally, as a private citizen you may post anything you like. However, any images that show you in a City uniform or where your message identifies your employment must be in compliance with City policies. Failure to comply with the following policies may lead to disciplinary action:

- AD 6.14 City Communications
- AD 6.15 Social Media
- AD 1.2 Political Activity
- SWMD 2-18 Positive Communications