

RESOLUTION

WHEREAS, the City is committed to ensuring effective and inclusive communication with its residents, businesses, and stakeholders; and

WHEREAS, the majority of City departments and sister agencies currently utilize various social media platforms, including Facebook, Instagram, LinkedIn, X (formerly Twitter), and TikTok, for official communications such as press releases, statements, and updates; and

WHEREAS, the platform X has been predominantly utilized for disseminating official city communications, including press releases and public statements; and

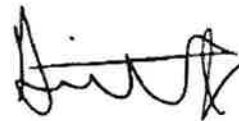
WHEREAS, diversifying the digital communication strategy of City departments and sister agencies is essential to ensuring that all constituents are reached through multiple platforms, and that messaging remains accessible in the event of service disruptions, policy changes, or instability of any one platform; and

WHEREAS, recent developments have shown the potential volatility and operational uncertainty of certain platforms, such as X and TikTok, highlighting the need for a diversified approach to official city communications; and

WHEREAS, the inclusion of additional platforms such as BlueSky and Threads, in conjunction with existing communication channels, will help ensure continuity, accessibility, and equitable access to City information and updates; now, therefore,

BE IT RESOLVED, that all City departments and sister agencies shall explore with their communication teams and public information officers plans to incorporate alternative platforms, including but not limited to BlueSky and Threads, alongside existing social media outlets for the dissemination of official press releases, statements, and updates; and

BE IT FURTHER RESOLVED, that we, Mayor and members of the City Council, call upon all City departments and sister agencies to diversify the digital channels they use for official city communications.



GILBERT VILLEGAS
Alderman, 36th Ward