

**CITY OF KEY COLONY BEACH, FLORIDA
CITY OF KEY COLONY BEACH BOARD OF COMMISSIONERS
RESOLUTION NO. 2021-07**

**A RESOLUTION BY THE CITY OF KEY COLONY BEACH BOARD OF
COMMISSIONERS ADOPTING A SOCIAL MEDIA POLICY FOR THE USE
OF SOCIAL MEDIA FOR CITY BUSINESS; AND PROVIDING FOR AN
EFFECTIVE DATE.**

WHEREAS, the City of Key Colony Beach Board of Commissioners (hereinafter "the City") recognizes the need for use of social media to promote public awareness and boost participation of the City's programs, policies and services: and

WHEREAS, the City recognizes the inexpensive and effective method and popularity of the use of various social media platforms, including (but not limited to) Facebook, YouTube, LinkedIn, Instagram, Flickr, or NextDoor (Collectively "Social Media") by and amongst City elected officials and officers, City employees, and the public; and

WHEREAS, the City does expend funds archiving social media for purposes of complying with Florida's public record retention requirement: and

WHEREAS, the City has determined that a Social Media Policy provides greater efficiency in government by outlining the procedure and expectations of the City's use and presence on Social Media: and

WHEREAS, the City has determined that adopting a Social Media Policy serves a public purpose:

**NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF CITY
COMMISSIONERS OF KEY COLONY BEACH, FLORIDA:**

Section 1. The recitals set forth above are incorporated herein as findings of fact by the Board.

Section 2. The City hereby adopts the Social Media Policy attached hereto as "**Attachment A**" and by this reference incorporated herein.

Section 3. This resolution shall become effective upon adoption.

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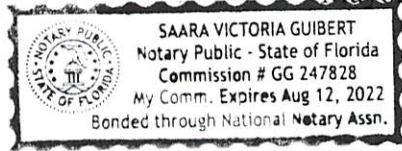
PASSED AND ADOPTED by the Board of City Commissioners of Key Colony Beach, Florida, at a regular meeting held on the 24th day of June 2021.

Mayor Ron Sutton	<u>Yes</u>
Vice Mayor Patti Trefry	<u>Yes</u>
Commissioner Kathryn McCullough	<u>Yes</u>
Commissioner John DeNeale	<u>Yes Excused</u>
Commissioner Tom Harding	<u>Yes</u>

BOARD OF CITY COMMISSIONERS
OF KEY COLONY BEACH, FLORIDA

BY: 
Mayor Ron Sutton

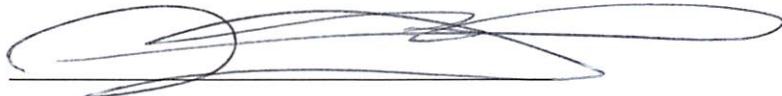
(SEAL)



ATTEST: SAARA STATEN, EXECUTIVE ASSISTANT


EXECUTIVE ASSISTANT


CITY ATTORNEY (Approval of Form)


CITY ADMINISTRATOR

City of Key Colony Beach Social Media Use Policy

1.0 PURPOSE AND INTRODUCTION

The purpose of this policy is to establish guidelines for and to ensure the proper management, retention and use of the City's social media accounts.

City run social media accounts provide an interactive means of sharing information that relates to the City of Key Colony Beach. Social media is an effective way to increase and promote public awareness and can be especially effective in crisis situations when timeliness of the information is crucial. Publicly posted information will be professional and reflect positively on the City of Key Colony Beach, its employees, programs, policies, and services.

The goals for Key Colony Beach social media use are:

- *To increase public awareness of the City's programs, policies, and services*
- *To promote the value and importance of the City's programs, policies and services among government officials, civic leaders, residents of the City, and the public*
- *To maintain open, professional, and responsive communications with members of the public and the news media*

This policy, and its provisions, apply to and serve as a guide to all City employees, departments, and contracted entities that share information on behalf of the City while engaging in any social media activities, whether implied or directed.

All social media communications, messages and comments are subject to public records laws. All of the City's social media sites and profiles shall comply with Chapter 119, and any other applicable sections of the Florida Statutes. The City of Key Colony Beach will use a third-party service provider to automatically capture and retain all social media interaction on City-owned social media accounts.

The City shall assign and designate a City employee(s) who will be tasked with the creation, maintenance, and monitoring of the City's social media accounts. The assigned City employee shall provide access information to the City Administrator and will regularly monitor the City's social media accounts for compliance with this policy.

The City Administrator or their designee shall be responsible for the maintenance and monitoring of all official Key Colony Beach social media accounts in accordance with this policy.

The City's designated Records Custodian will oversee the public information records management program with support from the City Administrator's office. The I.T. Department will provide the necessary technology services, security, guidance, and technical assistance for effective social media usage and retention. Authorized users are responsible for actively engaging in social media by posting pertinent information on behalf of the City on a consistent basis and in compliance with this social media policy.

2.0 SCOPE AND TERMS OF ACCEPTABLE USE

2.1 Private Social Media Accounts

“Social media” shall include all ways of communicating with others via internet, including, but not limited to, use of Facebook, Youtube, LinkedIn, Twitter, Snapchat, Pinterest, Reddit, Tik Tok, or Instagram; communications on blogs, bulletin boards, wikis, chat rooms, and on-line journals; and items posted in comment sections to stories published online by media outlets.

The City appreciates that social media can be a rewarding way for employees to share information about themselves, and to interact with people in the community and around the world. However, because City employees serve the public and are potentially subject to public scrutiny, both on and off-duty, use of social media carries with it risks and responsibilities of which employees must be aware. This is especially true for those employees who are employed in a supervisory or managerial capacity, although it applies to everyone.

Employees are solely responsible for what they post on social media. Remember that many postings can be viewed worldwide and are archived “forever,” meaning that they cannot be deleted once posted, or are archived even if deleted and that seemingly “private” posts can easily be shared with a wide audience via a single contact in your closed network. It is also easy to capture short lived messages (like Snapchat) and rebroadcast them in a more permanent format despite the originator’s intent.

Unless communications via social media are part of an employee’s regular job duties, employees are not to represent themselves as spokespeople for the City. Similarly, if commenting about the City or its policies or services, employees whose job duties do not include social media communications must make clear that they are speaking in a personal capacity, rather than in an official capacity, and that their views do not represent those of the City or of other City employees. Employees may not post something about the City, or about City employees, that they know to be false.

In general, while employees have the right to comment freely on social media about matters of public concern—issues or events of political, social, or other importance to our community—the comments must not be unduly disruptive to the City’s operations or interfere with the employee’s job duties.

Employees may not use social media or file sharing applications to evade the requirements of Florida’s Public Records Law, or the Government-in-the-Sunshine Law, or to reveal information which is confidential or exempt from disclosure under the Public Records Law.

City employees with personal social media accounts should ensure that those accounts remain personal in nature and are not used for nor associated with official City business. Following this principle helps ensure a distinction between sharing personal and City views. City employees shall not use nor affiliate their City e-mail account with a personal social networking account.

City employees shall not use the City logo, seal, or other City symbols on their personal social media account(s) without written consent of the City Administrator.

All City employees are required to sign a written acknowledgment stating that they have received, read, understand, and agree to comply with this policy.

2.2 Key Colony Beach Social Media Accounts

All social media networking communication messages composed, sent, or received on City-sponsored social media accounts are the property of the City and subject to Florida public record laws.

City employees and officials may use City-sponsored social media as a function of their employment with the City, when authorized and within their respective delegated areas of employment responsibilities and duties.

All City-sponsored social media profiles shall contain the following disclaimer:

City social media networking sites are not monitored all the time. Do not use social media if you need to report an emergency or a time-sensitive issue. All emergencies should be reported by dialing 9-1-1. All content posted on a City social networking site or profile is subject to Florida's Public Records Law (F.S. §119.07). All public records requests shall be made by contacting the City Records Custodian at cityclerk@keycolonybeach.net.

2.3 Limitations on Use

The City's intent in use of social media is to increase and promote public awareness and maintain open and professional communications amongst the City and the public. For that reason, the City's social media accounts are intended to be used for informational purposes only and shall not serve as an open public forum. The City's website (<https://keycolonybeach.net>) will remain the City's primary and predominant internet presence. Wherever possible, content posted to the City's social media platforms will also be made available on the City's website.

City-sponsored social media sites serve as a limited public forum and all content published is subject to monitoring. The City does not agree with or endorse comments that third-party users may post on City-sponsored social media. The City disclaims and relinquishes any and all responsibility and liability for any materials posted by third parties on City-sponsored social media accounts that are in violation of this policy, or any local, state, or federal law.

The City reserves the right to restrict, hide or remove any content that is deemed in violation of this policy or any applicable law. Any activity on the City's social media accounts containing any of the following forms of content shall not be allowed and shall be removed as soon as possible:

- Profane language or content that contains obscenity or material that appeals to the prurient interest
- Harassing and threatening comments

- Defamatory, false, or misleading material
- Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, veteran status, status about public assistance, national origin, physical or mental disability, or sexual orientation
- Advertisements not authorized by the City or other solicitation of commerce
- Content that contains sensitive personal information
- Illegal conduct, encouragement of illegal activity, and/or conduct that incites or promotes violence
- Content that is intended to compromise the safety or security of the public or public systems
- Content that promotes political organizations or campaigns
- Content that violates or appears to violate legal ownership interest of any person or entity, including (but not limited to) matters or items that are or may be subject to copyright, patent, or trademark protection

Third party posts, comments, or interactions with City social media which are not in compliance with this section of the policy will be removed. **Any content removed based on this policy will be retained, including the time, date, and identity of the author(s) when available, in accordance with Florida Public Records Laws.**

3.0 GUIDELINES FOR AUTHORIZED USERS

3.1 Standard Guidelines for Use

Social media posts and promotions made by the City must pertain to City news, City sponsored/partnered events or information from other local, state and/or federal government agencies only. As part of the interactive approach to using social media, the City's social media authorized users may follow, message, like, share and retweet posts that contain content that is relevant to the City's mission.

The City shall not post purposefully inaccurate information. If an inadvertent inaccuracy is posted, a correction will be published as soon as possible. At all times, authorized users shall use good judgment when posting. Employees must refrain from posts that may be interpreted as offensive, obscene, demeaning, or inflammatory as outlined in the City's policies.

Authorized City employees shall not post sensitive, confidential, or non-public information, and shall not post legal advice or information regarding ongoing litigation lawsuits or litigation.

In general, individual complaints, concerns, or service requests will not be addressed via social media.

Authorized users shall not engage in back-and-forth conversation regarding topics that are complex, controversial, or otherwise sensitive. Authorized users, in consultation with the City Administrator, will determine when an issue raised by others has reached a “critical mass” that requires a City response on the account.

A standard reply may be used to direct users with concerns related to sensitive or complex issues. This standard reply shall read something like:

“Key Colony Beach is very interested in insights and concerns expressed here. However, complex topics typically are not effectively discussed in forums such as this. If you wish to voice your concerns further or obtain additional information, please contact City Hall.”

3.2 Creation of New Social Media Accounts for City Departments or Services

Any department or City service-related social networking site created must be approved in writing by the City Administrator or designee before the account may be used publicly.

Nothing in this policy shall prohibit the City from reserving the account/screen name for the City and its departments on an unauthorized social media platform to prevent false representation by others.

For continuity of overall operations, the Records Custodian shall be made an account administrator or be provided account or page credentials/access for all social networking sites used by any City department.

4.0 APPROVED SOCIAL MEDIA PLATFORMS

Key Colony Beach shall only use the following social media and multimedia platforms:

- (Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat, Pinterest, Reddit, Tik Tok)