

SOCIAL MEDIA USE POLICY

This Operating Instruction (OI) establishes a policy for the design, deployment and use of social media sites including, but not limited to, Facebook, Twitter, YouTube and Nextdoor.

- I. **REFERENCES:** ADM-34 E-Mail and Internet Operations; ADM-82 Standards for Web Page Design, Deployment and Maintenance; City of Seattle Social Media Use Policy.

- II. **GENERAL:** This OI establishes guidelines and procedures for the use of social media by the City of Destin, including the Parks and Recreation Department and the Destin Library. Social media is to be used for the following reasons: to improve the marketing of programs, activities & events; to provide continuous feedback; facilitate the sharing of information both internally & externally; to allow for real-time information sharing; and to build relationships with, and stay connected to, the City's customers.

- III. **PROCEDURES:**
 - A. All social media sites will be maintained by approved personnel with the oversight of the department head and the City's Public Information Manager.

 - B. The City of Destin website will remain the City's primary and predominant internet presence. Wherever possible, content posted to social media sites will also be available on the City's main website. Wherever possible, content posted to social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Destin.

 - C. All social media sites shall comply with all appropriate City of Destin policies and standards, including but not limited to, ADM-34 E-Mail and Internet Operations and ADM-82 Standards for Web Page Design, Deployment and Maintenance.

 - D. All content on the City's social media sites is subject to the public records law, Chapter 199, Florida Statutes. All content posted by users of the City's social media sites will be a matter of public record. All information posted on social media sites will be retained in accordance with the State of Florida retention schedule. The City of Destin's Disclosure and Social Media Policy will inform users of public records requirements and will be posted in a clear and visible location on all social media sites. A copy of said Disclosure and Social Media Policy is attached as Exhibit 1. Additionally, the Disclosure and Social Media Policy shall include "Important Safety Tips" for the users of the City's social media sites.

 - E. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. Administrators of the social media site, with the approval of the Public Information Manager, shall remove or hide comments or posts made by users if they violate the City of Destin's Disclosure and Social Media Policy or any applicable law. Any content removed must be retained, including the time, date and identity of the poster when available.

F. All new social media tools proposed for City use will be approved by the City Manager.

G. Administrators of social media sites will be assigned by the appropriate department head, and they will be responsible for all postings. The Public Information Manager will also be designated as an administrator of all social media sites to oversee content and must be able to immediately hide or remove content which is in violation of the City of Destin's Disclosure and Social Media Policy. The IT Department shall maintain a list of all City of Destin social media sites, including login and password information.



Lance Johnson
City Manager

Office of Primary Responsibility: City Manager, Parks and Recreation and Library
Distribution: 1 each Department Heads, Recreation and Library Personnel, and file

ADM-86 Social Media Use Policy

Exhibit 1

If allowed by the social media platform a link to the City of Destin's Social Media Policy shall be posted.

City of Destin's Disclosure and Social Media Policy

Thank you for following the City of Destin on our social media channels – Facebook, Twitter, YouTube and Nextdoor! We welcome you to share your thoughts and feedback with us, and we ask that you please be responsible and courteous in your comments and replies.

If you would like to contact the Council directly, please go to

<http://www.cityofdestin.com/index.aspx?nid=142>.

In order to comply with legal requirements, City Councilmembers will not respond to any comments. To read the Florida Attorney General Advisory Legal Opinion, please go to

<http://www.myfloridalegal.com/ago.nsf/Opinions/25F14F90483F3901852575A2004E46CB>.

Disclosure

The City of Destin, Destin Library and Destin Parks & Recreation Department social media sites are informational only. Should you require a response from the City or wish to request City services, you must go to <http://www.cityofdestin.com/RequestTracker.aspx>.

The social media sites of the City of Destin, Destin Library and the Destin Parks & Recreation Department were established for the following purposes:

- To increase the public's knowledge of the City of Destin and increase use of library and recreation services;
- To promote the value and importance of city, library and recreation services among our residents and visitors;
- To maintain open, professional and responsive communications with our residents and visitors.

Comments from the Public

The City of Destin welcomes a person's right to express his/her opinion and encourages posters to keep comments related to the posted content. The City of Destin reserves the right to hide from public view any comments that are inappropriate or offensive, including comments that: defame, abuse, harass, stalk, threaten or violate the legal rights of others; include racism, hatred, slander, threats, obscenity, violence, vulgarity; spam or advertise; could harm the safety or well-being of one of our employees, including personal attacks; are off-topic; have personal information about another person or that violate a person's privacy; include copyrighted material that belongs to another person; contain links to inappropriate websites. Furthermore, Facebook reserves the right to remove content automatically if it is in violation of their Community Standards.

Our rules of decorum are in place to encourage civil discourse and to prevent a poster from

disrupting dialog in a way that prevents or impedes the accomplishment of the purpose of our social media sites. The content, communications and information posted by the City of Destin on its social media platforms is intended to help the City of Destin further its governmental functions and is for informational purposes only. All content, communications and information posted on the City of Destin's social media is organized and controlled by the City of Destin. All of the social media platforms are considered to be a "public record" pursuant to Chapter 119, Florida Statutes, also known as Florida's Public Records Act and as such, the City of Destin is under the obligation to archive and retain all content, communications and information pursuant to The General Records Schedule GS1-SL. Additionally, anyone who visits the City of Destin's Facebook page and likes any comment, posts a comment, or shares a post, their action will become public record pursuant to Chapter 119, Florida Statutes. The City of Destin is obligated to retain said inappropriate comment in accordance with Chapter 119 and § 257.36, Florida Statutes. Any followers of the City of Destin's Facebook page who post any political message or an advertisement, the City of Destin neither endorses nor advances such message or advertisement.

Liability Disclaimer

Notwithstanding the foregoing, the City of Destin is not obligated to take any actions and will not be responsible or liable for content posted on its Facebook page. By posting or liking a comment on the City of Destin's Facebook page, that individual agrees to indemnify the City of Destin, its city officials, administrators, and employees from any and all liability, damages and causes of action arising out of comments, posts, or likes made on the City of Destin's Facebook page.

Important Safety Tips

- Never share your password with anyone;
- Adjust your privacy settings to match your level of comfort, and review them often;
- Be cautious about posting and sharing personal information, especially information that could be used to identify you or locate you offline, such as your address or telephone number;
- Report users and content that violate any Terms of Use; and
- Block and report anyone that sends you unwanted or inappropriate communications.

More information regarding Internet safety can be found on the following sites:

- www.facebook.com/safety
- www.consumer.ftc.gov/topics/online-security
- www.wiredsafety.org
- www.connectedsafely.org
- www.netsmartz.org