TOWN OF DAVIE
HUMAN RESOURCES DEPARTMENT

SOCIAL MEDIA
SOP #24-013

October 1, 2014

SUMMARY OF REVISED, DELETED, OR ADDED MATERIAL

This operating procedure shall replace the Personnel Rules and Regulations and Policies enacted prior to the effective date of this Operating Procedure.

Revision	Date	Responsible Department	Description of Change
1	September 19, 2012	Human Resources	Initial Release
2	September 2, 2014	Human Resources	Revision

APPROVALS:

Author — Date 7/31/14

Town Administrator — Date 7-31-14

1-1. PURPOSE.

To establish responsibilities, procedures, and guidelines for the Town of Davie's interaction with Social Media tools and their associated technology.

1-2. SCOPE.

This operating procedure applies to all employees of the Town of Davie ("Town") in the Regular Service (regardless of probationary or other status), as well as all Executive, Part-Time, Temporary, Seasonal employees, volunteers, and employees contracted directly with the Town.

The Town has an overriding interest and expectation in deciding what is published on behalf of the Town, by authorized users while engaged in Social Media activities implied or directed with respect to Official Town business.

This operating procedure provides for policies, standards, and procedures necessary for the establishment and use by the Town of Social Media sites (including but not limited to Facebook and Twitter) as a means of conveying Town of Davie information to its subscribers. All official Town communication on Social Media sites or services are considered extensions of the Town's information networks and are governed by the responsibilities set forth in this and related Operating Policies and Procedures.

All employees should understand the perception associated with the Town in online social networks. If you identify yourself as a Town of Davie employee, including but not limited to Town Council, and individuals employed pursuant to contract for which your Town of Davie association is known to the general public, ensure your profile and related content (even if it is personal and not an official nature) is consistent with how you wish, to present yourself as a Town of Davie professional, appropriate with the public trust associated with your position, and conforming to existing standards that already exist in Town of Davie operating procedures.

1-3. REFERENCES.

a. Chapter 447, Florida Statutes.
b. Stored Wire and Communications and Transactional Records Access Act, US Code: Title 18, Chapter 121.
c. Fair Labor Standards Act (FLSA).
d. Chapter 119, Florida Statutes.
e. Privacy Act of 1974; and Communications Privacy Act.

1-4. DEFINITIONS.

a. **Blog:** A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log."

b. **Blogging:** All web postings, such as those in chat rooms, on bulletin boards, and social networking sites.

c. **Page:** The specific portion of a Social Media website where content is displayed, and managed by an individual or individuals with administrator rights.

d. **Social Media:** are various forms of user-created content tools such as social networks, blogs, video sharing, pod casts, wikis, message boards and online forums. Technologies include, but are not limited to: picture and video sharing, wall postings, e-mail, instant messaging, and music sharing. Examples of Social Media applications include, but are not limited to: Google and Yahoo Groups (reference, social networking); Wikipedia (reference); Facebook and MySpace (social networking); YouTube (social networking and video sharing); Flickr (photo sharing); Twitter (social networking and microblogging); Skype (instant messaging and webcam chat); LinkedIn (business networking); and news media comment sharing/blogging. This policy covers all Social Media tools, both current and future.

e. **Social Networking:** is the practice of expanding one's business and/or social contacts by making connections using a range of Social Media tools including blogs, video, images, tagging, lists of friends, forums and messaging that use the Internet to promote such connections through Web-based groups established for that purpose.

f. **Social Media Account:** shall mean any registration, login credential, tool, forum, website or network that is created or maintained by a Department for the purpose of establishing or perpetuating a Social Media presence.

g. **Post**: any e-mail, message, picture, graphic, image, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by, any Social Media Account or Network.

h. **Town Social Media Sites***:* Those pages, sections or posting locations in Social Media websites established or maintained by an employee of the Town authorized to do so as part of the employee's job and that are used to communicate with the public on Town business.

i. **Social media Authorized User:** any employee, or any person acting on behalf of their Department, who has been expressly authorized by their Department Director and approved by the Town Administrator, to establish, create, edit, or maintain any Social Media Account, and the posts it may contain, in the transaction of official business of the Town of Davie.

1-5. POLICY.

The Town of Davie will participate in Social Media to ensure the Town's official presence and to disseminate information to its customers. Town Administrator approval is required for the Town's participation in Social Media. Social Media provides a new and potentially valuable means of assisting the Town of Davie and its personnel in meeting community outreach, problem-solving, investigative, safety and crime prevention, and related objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by administrative and supervisory personnel. The Town of Davie also recognizes the role that these tools play in the personal lives of some employees. The personal use of Social Media can have a bearing on all Town of Davie employees in their

official capacities. As such, this operating procedure provides information of precautions and prohibitions on the use of Social Media by our employees.

Employees should be aware of the fact that the use of Town of Davie e-mail, equipment, internet, cellular telephone, and computer resources may be monitored. Employees should not expect that electronic communications they make utilizing Town of Davie resources are private and/or confidential. The State of Florida has very broad public records and record retention laws and virtually all communications made utilizing Town of Davie electronic media is subject to the provisions of these laws.

1-6. GUIDELINES AND PROCEDURES

a. The establishment and use by any Town Department (inclusive of Divisions, Programs, Functions, etc.) of official Town Social Media sites are subject to approval by the Town Administrator or his/her designees. Town Social Media sites should make clear that they are maintained by the Town of Davie and that they follow the Town's Social Media Operating Procedure.

b. Each approved Department shall designate an *Authorized User* who will oversee all Social Media requests and interactions. The names of each Authorized User shall be made available to the Town Administrator upon request for the activation of Social Media sites **(See Appendix A)**. A completed Authorized User Agreement Form **(See Appendix B)** must be obtained for each User and submitted to Human Resources so it may be placed in the employees personnel file. Only Authorized Users shall post information on the approved Social Media sites.

c. Wherever possible, official Town Social Media sites should link back to the official Town of Davie website for forms, documents, online services and other information necessary to conduct business with the Town of Davie.

d. The Department Director or his/her designee will monitor content of its Social Media sites to ensure adherence to both the Town's Social Media Operating Procedure and the interest and objectives of the Town.

e. Authorized Users should not edit posts. Any post that violates the Terms of Use Agreement or disclaimer should be documented for records retention and then deleted from public view. The comment maker should then be notified that he or she has violated the Terms of Agreement, specifying any and all Terms of Use that were violated.

f. A process will be instituted to save and retain all postings, outgoing and incoming, as all posted material is a public record.

g. These guidelines must be displayed to users or made available by hyperlink.

h. The Town of Davie's website at http://www.davie-fl.gov will remain the Town's primary and predominant internet presence.

i. Town Social Media sites are subject to the Florida Public Records Act. Any content maintained in a Social Media format that is related to Town business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.

j. Comments on topics or issues posted by External Entities or containing External Information, not within the jurisdictional purview of the Town of Davie may be removed.

k. Ensure all content posted by Authorized Users to the Town's official social networking accounts represents the Town's point of view and not those of individual employees. If you are in doubt, please refer to the Town Administrator's Office.

l. Employees representing the Town government via Town Social Media sites must conduct themselves at all times as a representative of the Town and in accordance with all Town policies.

m. Exercise caution while interacting with any External Entity, both known and unknown to the user, and the information that the Entity may provide or post. Authorized Users should verify and/or corroborate as true and accurate External Information by an independent and reputable source prior to utilizing comments or reposting.

n. Departments linking from a Town's web page to a non-Town Social Media site or landing page must indicate to users that the site is not an official Town of Davie site and that a third party's website policies apply.

o. Authorized Social Media Users should be aware of the laws governing copyright and fair use of copyrighted material owned by others. Entire articles or publications should not be reprinted without first receiving written permission from the publication's author/owner. Authorized Social Media Users should never quote more than a short excerpt of someone else's work and, if possible, provide a link to the original. When referencing a law, regulation, policy, or other website, if possible, provide a link or the citation.

p. Departments making use of Social Media sites are to be aware that Social Media providers may incorporate advertisements into its site. The Town's procurement guidelines and ethics laws prohibit employees or Departments from endorsing products or vendors.

q. Emergencies: During emergencies, all official Town Social Media content and postings relative to such emergencies must be coordinated with and approved by the Town's Field Operations Center (FOC) Incident Commander.

r. This Social Media Operating Procedure may be revised at any time.

1-7. APPROPRIATE EMPLOYEE USE OF SOCIAL MEDIA SITES

a. Employees assigned to maintain official Town Social Media sites ("Authorized Users") shall adhere to the principles articulated in this Operating Procedure. Employees shall not work on departmental Social Media sites during off-duty hours unless specifically pre-approved to do so in writing on a day-to-day basis by the employee's supervisor.

b. Town resources, work time, official Town Social Media tools, and a Town employee's official position shall not be used for personal profit or business interests or to participate in political activity. For example, a Building Inspector

may not use the Town's logo (or its likeness), email, or work time to promote a side business as a plumber.

c. If commenting on Town business, employees should use a disclaimer which establishes that their comments represent their own opinions and do not represent those of the Town of Davie. No profane, obscene, sexually suggestive, discriminatory, harassing or invasion of privacy, of any kind, may be placed on the Town of Davie Social Media Sites. A violation of this policy is grounds for disciplinary action, including separation from employment.

d. Employees may not attribute personal statements or opinions to the Town when engaging in private blogging or postings on Social Media sites.

e. Employees, Town contract employees, and Town volunteers shall not use their Town email account or password in conjunction with a personal social networking site.

1-8. PERSONAL COMMUNICATIONS USING VARIOUS FORMS OF SOCIAL MEDIA.

a. Nothing in this Operating Procedure shall be interpreted to prohibit employees from engaging in protected and concerted activity; including but not limited to the discussion of terms and conditions of employment. This protection applies to all employees whether covered by a collective bargaining agreement or not.

b. Employees shall not use any Social Media or social networking platform while on duty and with employer provided equipment unless there is a legitimate business reason and he or she receives advance written approval by the Department Director. Approvals shall be forwarded to the Information Technology Department Director and placed in the employee's personnel file.

c. Use common sense when using Social Media sites. Remember that what you write is public, may be public for a long time, and may spread to large audiences. Refrain from posting information that you would not want your supervisor or other employees to read or that you would be embarrassed to see in the newspaper or on television.

d. The Town expects its employees to be truthful, courteous, and respectful toward supervisors, co-workers, citizens, customers, and other persons associated with the Town. The Town does not condone its employees to engage in name-calling or personal attacks or other such demeaning behavior.

e. Unless explicit permission is obtained in advance, employees shall not post any of the following on any social network platform, either on their personal Social Media sites, on the sites of others known to them, on the sites of others unknown to them, on news media pages or other information exchange forums:

1. Any text, photograph, audio, video or any other multimedia file related to any investigation both current and past, of the Town of Davie.
2. Comments that disparage the services of the Town of Davie, including individual departments; endanger industrial speech; constitute defamation; harm the reputation of independent third parties; or discloses confidential information,

including protected health information, FDLE information, criminal justice information that is sensitive, personal statements about any investigations, information excluded from Chapter 119, Florida Statutes, and copyrighted information to which you have access due to your employment with the Town of Davie.

3. Comments which create a real threat of immediate disruption in the workplace such as intemperate, abusive, or insulting language.
4. Employees are prohibited from posting images of crime scenes, crash scenes, evidence, victims, witnesses, or any other images captured while acting in their official capacity or accessed as a result of their employment. Employees who are, or who may reasonably be expected to work in undercover operations as part of Town of Davie Police Department assignments, shall not post any form of visual or personal identification.
5. Employees may not post pictures of children participating in Town of Davie activities, in Town of Davie parks, and property that are not their own child(ren) unless specific authorization has been provided by the Town Administrator or designee; and appropriate releases have been obtained.
6. The Town does not condone or allow the use of speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage or otherwise express bias against any race, any religion, or any other protected class of individuals.
7. Employees are advised to notify their supervisor or Human Resources about possible violations of this Operating Procedure or other Town of Davie policies, such as the Equal Employment Opportunity policy.
8. The Town does not condone or allow employees to engage in Social Media postings that threaten, harass, or intimidate coworkers.
9. Non-exempt employees who are permitted to post on behalf of the Town of Davie, are required to obtain approval in advance from their supervisor if they seek time to work on their own equipment so as to control and monitor overtime (Employees should be aware that excessive use of Social Media on personal devices during scheduled work may be grounds for disciplinary action).
10. Employees are encouraged to seek the guidance of supervisors or Human Resources regarding any posting which may adversely affect either the Town of Davie or the employee.
11. The Town encourages its employees to exhibit good judgment in their decision-making when posting and using Social Media as it relates to future employment, testimony in court, and/or embarrassment or discredit to the Town of Davie.

1.10. MISCELLANEOUS

a. All employees are prohibited from posting content that is unbecoming or illegal, such as lewd sexual conduct, excessive alcohol consumption or similar behaviors. Employees are reminded that courts may scrutinize the credibility of a witness from unintentional sources such as the Internet.

1-11. PENALTIES

Violation of this Operating Procedure may subject an employee to disciplinary action up to and including dismissal. Employees should be aware that they may be subject to civil penalties for the following:

a. Publishing or posting false information that harms the reputation of another person, group or organization;
b. Publishing or posting private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person;
c. Using someone's else' name, likeness or other personal attributes without that person's permission for an exploitative purpose; or,
d. Publishing the creative work of another, trademarks, or certain confidential business information without the permission of the owner.

Appendix A – Social Media Request Form

Pursuant to the Town's Social Media Operating Procedure this form must be completed for each type of Social Media site/activity, and must be reviewed by the requesting Department Director before submittal to the Town Administrator's Office for final approval or denial. While the Town's website http://www.davie-fl.gov is the Town's primary internet presence, the Town recognizes that, when used appropriately, Social Media may be useful in furthering the goals of the Town and the missions of its Departments.

Name:

Department/Division and Contact Information:

Date:

1. **Project name:** Identify the type of Social Media communication (Facebook, Twitter, Instagram, etc.) and the name of page proposed.

2. **Key theme/message, and how it furthers the goals of the Town:** What is the theme or key message you want to communicate? What is the "big idea" you want your audience to remember, and how does it further the Town's goals?

3. **Audience needs, concerns, interests:** What are the needs, concerns or interests of your audience that you must take into account in creating this Social Media?

4. **Desired action:** What is the ultimate action or response that you want from your audience?

5. **Key facts:** What specific information is important for your audience to know and *must* be contained in your message?

6. **Social Media Authorized User:** Your department Director is responsible for designating a Social Media Authorized User for your department, who will oversee your Social Media site. Obtain a completed Authorized User Agreement Form for each Authorized User and store that agreement in the employee's personnel file.

   Who from your department should serve as spokesperson or be featured in your message?

   Who will maintain your Social Media site?

To be completed by the Department:

I am the _____, Department's Director. I have reviewed this Social Media Site Proposal.

To be completed by the Town Administrator/Designee:

I recommend: _____ Approval _____ Denial

Signature and Date_____

Appendix B - **SOCIAL MEDIA AUTHORIZED USER AGREEMENT FORM**

Name: _____ **Employee ID:** _____

Position/Title: _____

Department: _____

Division: _____

Project Name: _____

Department Director: _____ **Date:** _____
(Director Signature)

Town Administrator or Designee Approval: _____ **Date:** _____
(Signature)

I agree to use Town-approved Social Media sites for Town business as appropriate and in compliance with SOP #24-013 Social Media. I understand that I must be expressly authorized by my Department Director and approved by the Town Administrator or Designee to establish, create, edit or maintain a Social Media Account on behalf of the Town. I also understand that I am responsible for all postings made by me on Town Social Media Sites, including those made in the comments sections. I acknowledge that all Town-approved Social Media Accounts are considered to be Town property and may be monitored by officials of the Town. I understand that employees do not have privacy rights in the use of Town Social Media Sites and the postings, data, access to or distribution of such materials is subject to Public Records laws. I agree to abide by all security procedures as set forth by the Information Technology Department before accessing or posting to any Social Media Account. I acknowledge that any abuse of any Social Media Account, including violation of the rules and guidelines set forth in this Policy or in any current or future modified Policy and Procedure (SOP#24-013Social Media), can be grounds for disciplinary action. I agree to follow the retention procedure set forth by the Town, and understand all postings may be subject to records retention requirements, based on their content.

Authorized User: _____
(Printed Name)

Authorized User: _____ **Date:** _____
(Signature)