



City of Wilton Manors

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Life's Just Better Here

Policy: Social Media Policy	Effective Date: 7-1-23
Originating Department: City Manager's Office	Revisions:
Supersedes: September 23, 2014.	Expiration:

Purpose and Scope:

This document provides direction on the city use and management of social media sites such as Facebook, Twitter, Instagram and other unnamed social media platforms. The purpose of this policy is to ensure the proper use of the City's social networking site technologies. Publicly posted information will be professional and reflect positively on the City of Wilton Manors, its employees, volunteers, programs, policies and services.

The goals of City of Wilton Manors-sponsored Social Networking Sites are:

- To increase public awareness of the City's programs, policies and services.
- To communicate information about the City's programs, policies and services among government officials, civic leaders and the general public.
- To maintain open, professional and responsive communications with members of the public and the news media.

Ownership

All social media communications messages composed, sent or received on the City's social media sites are the property of the City of Wilton Manors and subject to public disclosure. The City of Wilton Manors reserves the right not to publish any posting, or to later remove it. All postings will be preserved as public record.

Hosting

The City of Wilton Manors uses Facebook, Instagram, Twitter, Youtube and LinkedIn for various purposes. As the need and technologies evolve, other hosting sites may be used.

Management of Internet-based Social Platform Applications

All social media accounts and pages shall require approval by the City Manager or the City Manager's designee before being created. The City Manager's designated social media manager will:

- Maintain the site, including the look and feel and pages for the comment policy, descriptions, etc.
- Serve as the internal City contact for department to submit posting information
- Upload informational posts.

- Review each post from external users for conformance with this policy.
- Coordinate review with the City Attorney’s office for legal issues.
- Moderate comments (see Moderating Public Comments).

Each site should have wording that indicates that the site is an official site of the City of Wilton Manors and shall provide contact information for the City.

Disclaimer

Each site should have the following disclaimer posted prominently on the City’s social platform home page:

“Please be aware that under Chapter 119 Florida Statutes, every post, response and submission to this page is a public record and may be posted and/or retained as long as the Florida Records Retention Schedule requires. These responses and comments will be a public record available for inspection to the extent allowed by Chapter 119, Florida Statutes. Requests for public records may be made by emailing or calling the City Clerk’s Office at 954-390-2128 or cityclerk@wiltonmanors.com.

Please do not use this forum to report emergency situations or time-sensitive issues or concerns.”

Terms of Use

When using social networking sites technologies, City postings will:

- Use appropriate language and not use discriminatory slurs, personal insults, obscenity, profanity, rudeness or engage in any communication that is not acceptable in the City’s workplace.
- Demonstrate proper consideration for others’ privacy.
- Not be topics that are considered objectionable or inflammatory, such as politics and religion.
- Not provide confidential information.
- Not post material that could be construed as promoting private commercial interests.
- The City may regulate its messages on its social media sites.

External Links

To meet its purpose, the City’s Social Networking Sites may contain links to other social networking sites or websites that are not owned, regularly reviewed or controlled by the City. The City’s social networking sites shall not provide links to external sites that are strictly political or religious in nature. The provision of direct links shall not be construed as an endorsement or sponsorship of these external sites, their content or their hosts. The City specifically disavows legal responsibility for what a user may find on another site, whether or not operated by the City. The views and opinions of the authors of documents published on or linked to the City’s social networking sites do not necessarily state or reflect the opinion, policy or position of the City.

The City of Wilton Manors is not responsible for the content, quality, accuracy or completeness of any offsite materials referenced by or linked through the City’s social networking sites. By using the City’s social networking sites, the user acknowledges and accepts the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user and that the City is not responsible for any materials stored on other social networking sites or websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other social networking sites or websites.

The City does not endorse any content, viewpoint, products or services linked from its social networking

sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. The City does not warrant the accuracy or reliability of or endorse any products or service providers listed or linked to its site.

Links to other social networking sites or websites are approved by the City manager or their designee if they meet one of the following criteria:

- They are state, regional, local or federal government agencies, special purpose districts, hospitals, scientific or cultural organizations serving the Wilton Manors community and public educational institutions.
- They are non-profit agencies that receive support from the City of Wilton Manors.
- They are community festivals and events that are open to the general public and that are sponsored or cosponsored by the City.
- They are sponsors engaged in a formal agreement with the City to provide remuneration in return for promotion.
- They are providers of search engines from the City of Wilton Manors websites.
- The City's Review Team, consisting of the City Manager, Assistant City Manager, and City Clerk, is authorized to order removal of material that is noncompliant with these guidelines from the City's Social Network Sites.

Links to sites containing inappropriate material or to information irrelevant to the City's mission or services are not permitted.

Links shall not be made to sites that are associated with, sponsored by or serve a candidate for elected office or any political party or organization.

Moderating Public Comments

The City reserves the right to hide inappropriate content. Comments that are abusive, obscene, defamatory, in violation of copyright, trademark right, or other intellectual property rights of any third party, or otherwise inappropriate or incorrect will be hidden from view. They will not be deleted. Selling, advertising, or exchanging of any goods and services is prohibited.

Where moderation prior to posting is not an option, sites will be regularly monitored by the City's Administrative Staff.

The City will not engage in interactive, two-way communication with members of the public that may post comments on a City post. If a member of the public seeks information through a social media direct message, every effort will be made to respond to the post, but response is not guaranteed.

Other Considerations

Postings must not violate any federal, state or municipal laws. For example, posts may not:

- Reveal information about ongoing investigations
- Circumvent Public Records & Open Meetings Laws
- Violate privacy or copyright
- Violate other legal issues that may not apply

Postings must not contradict or encourage misuse of the City of Wilton Manors directions, guidance or other official information.

Employee Posting of City Business

No employee of the City shall post any city-related information on behalf of the city, except for those employees designated to do so in this policy. Employees may not post comments or content to a City social media site from City-owned or personal accounts without prior authorization from the designated social media publisher or the City Manager. Employees may, if they choose, share City postings on their personal sites without comment. As elected officials, members of the City Commission are expressly exempt from this requirement.

Privacy and Security

The City has the right to monitor employees' social media use on City equipment and will exercise that right as necessary. Users do not and should not have the expectation of privacy. Social media are not secure means of communication.

Records Retention

The City Manager or their designee is the Records Compliance Manager for all social platform records.

Training on This Policy

Each department will select a Records Liaison who must have knowledge and understanding of this Policy. The City Clerk's office is responsible for providing the necessary training on this Policy.

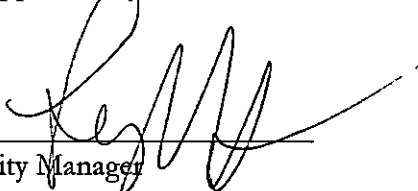
Compliance with Related Policies

There will be compliance monitoring, in the form of ongoing or periodic internal audits, to ensure compliance and alignment with this Policy and its expectations.

Administration of This Policy

The City Manager or designee is responsible for the administration of this Policy. All employees and officials are responsible for consulting and complying with the most current version of this Policy. If you have any questions regarding this Policy, please contact the City Clerk's Office.

Approved by:



City Manager

7/13/23
Date