



## City of Tamarac, Florida Administrative Policy

<b>Title: Use of City Established Social Media Site(s) Policy</b>	<b>Origination Date: October 19, 2009</b> <b>Revised: November 18, 2014</b> <b>Next Scheduled Review: November, 2019</b>
<b>Originating Department: City Manager's Office</b>	<b>Supersedes:</b> All previous and existing memos or administrative policies in conflict
<b>Policy Number: 09-02R</b> <b>Effective Date: November 24, 2014</b>	<b>Page <u>1</u> of <u>10</u></b>

### I. Purpose:

To establish guidelines, procedures, limitations and responsibilities for utilizing the City's Social Media sites on the City's behalf.

For information on personal Social Media use, see Employee Social Media Use Risks and Guidelines.

The City of Tamarac may use certain Social Media to further the City's strategic goal "Clear Communication", increase public awareness of City business, programs, policies, services, and events, enhance the City's branding and marketing efforts, and promote public trust, government transparency and accountability.

### II. Definitions:

- A. **Social Media** is a broad term encompassing, but not limited to: social networking sites (e.g., Facebook, Myspace, Foursquare, LinkedIn), micro-blogging sites (e.g., Twitter), media sharing sites (e.g., Flickr, YouTube, Instagram), blogs, chat rooms, forums and discussion boards (e.g., Google Groups, Yahoo! Groups), online encyclopedias (e.g., Wikipedia, Sidewiki), bookmarking sites (e.g. Pinterest).
- B. **Social Media use** includes, but is not limited, to: creating, posting, commenting on, responding to comments or otherwise utilizing any form of Social Media on any device as a representative of the City while on or off duty.

**Authorized departments** include the Public Information Office (PIO) that serves as the City's primary spokesperson and City departments that have been granted authorization through the procedure established in this policy, allowing them to use Social Media sites to achieve City goals. Other departments are encouraged to contact the PIO to disseminate department information via the City's existing Social Media accounts.

- C. **Authorized employees** are City employees who are authorized to represent the City or a specific department in an official capacity via Social Media sites.

**III. City Social Media Use Policy:**

- A. The PIO and authorized departments shall use only Social Media sites that have been approved in advance by the City Manager or his/her designee. The list of approved Social Media may be found on the Intranet or obtained through the Information Technology Department (IT) or PIO.
- B. Only authorized employees shall use City's Social Media sites.
- C. To ensure effective and efficient City operations, authorized employees shall maintain an appropriate balance between their Social Media responsibilities and primary job responsibilities. All City of Tamarac Social Media sites are considered an extension of the City's information networks and as such are governed by the City's existing Technology Resource Usage Policy (07-03R).
- D. IT shall ensure that the appropriate network protections and record retention measures are in place for all Social Media records generated by authorized employees.
- E. Use of Tamarac's Social Media sites must comply with existing City policies and procedures, and all State and Federal copyright laws, records retention laws, and ADA compliance regulations.
- F. Authorized departments shall consult with the PIO to ensure that department Social Media accounts or pages (accounts) are in line with the City's branding efforts. All City Social Media accounts shall display the City's official logo.
- G. PIO is responsible for disseminating content on behalf of the City as a whole. Authorized departments are granted permission to provide department or service specific content and are responsible for the upkeep of their Social Media accounts in accordance with this policy.
- H. Employees shall conduct themselves at all times as representatives of the City of Tamarac, in accordance with the Personnel Manual, including Employee Standards of Conduct, administrative policies and the "Terms of Use" (See Exhibit A).

Authorized employees shall ensure that content shared on Social Media serves to achieve the goals outlined in the purpose section of this policy, provides valuable information to our community, is accurate, up to date and transparent. Information shall be presented in conversational language.

- I. To foster public engagement, authorized employees shall respond to public inquiries on the City's official Social Media accounts in a timely manner, when response is appropriate. In some instances, a formal reply via letter, email, or a phone call may be more appropriate than a direct reply on Social Media.
- J. Where appropriate, content or response shall include a link to the City's official web site ([www.tamarac.org](http://www.tamarac.org)) for more information, forms, documents or online services necessary to conduct business with the City of Tamarac.
- K. If public records requests are made via City's Social Media sites, authorized employees shall address them with the following response: "We are happy to help you with your request; however, pursuant to our social media "Terms of Use", we are unable to do so via our social media sites at this time. Please contact our City Clerk's Office by phone, mail, email, or in person to submit your request. Their contact information is available on our website." Authorized employees shall include the current links to the "Terms of Use" and the City Clerk's webpage in this response.
- L. Authorized employees have a responsibility to consult with their department director or the PIO when they are unsure whether the content or response they intend to publicize is appropriate.
- M. If a mistake is made, authorized employees shall post corrected information as soon as possible and include a note that the content is a correction; for example, "This post is a correction to our previous post and contains the latest information".
- N. All of the City's Social Media sites shall display or provide an easily accessible link to the City's Social Media "Terms of Use". ("Terms of Use" are attached in the Exhibit A.) The PIO shall revise such terms as necessary, inform authorized employees of any updates and/or revisions and post a note for Social Media site visitors.
- O. Authorized employees shall monitor all activity on their designated Social Media sites for compliance with the "Terms of Use". If violations are identified, the user violating the "Terms of Use" must be notified of the violation, including a link to the "Terms of Use". Inappropriate content shall be removed as soon as possible to ensure a civil environment for all users.
- P. Official City Social Media accounts, authorized employees and account access information shall be maintained in a secure Intranet site. The list shall be updated as needed by IT and shared with the PIO.

- Q. Authorized employees shall ensure the confidentiality of the City's official Social Media usernames and passwords. Passwords shall not be changed without prior notification, approval and coordination with IT, to ensure continuous data archiving. To minimize potential risks, passwords shall be changed when changes in authorization occur.
- R. Employees may be disciplined up to and including termination for violation of this policy.

**IV. City of Tamarac Social Media Use Authorization and Deployment Procedures:**

- A. City departments may be granted authorization allowing them to use Social Media site(s) to achieve the goals outlined in the purpose section of this policy, if they can substantiate a unique need for such site(s). To request authorization, departments shall utilize the following procedure:
1. Department director shall submit a Social Media Account Authorization Request Form (attached as Exhibit B) to the PIO.
  2. PIO shall have the authority to grant final approval.
- B. Deployment procedure:
1. Once a department's Social Media account is approved, the IT Director or designee shall create such account and grant access to the PIO and authorized department employee(s).
  2. Whenever possible, all City Social Media pages shall be created and maintained under the City's central Social Media account. To ensure continuity of operations, if a new account is to be created, the official City Social Media email address should be used (e.g., [socialmedia@tamarac.org](mailto:socialmedia@tamarac.org)) instead of the individual employee's email address. Notifications to these email addresses shall be forwarded to the appropriate authorized employee's inbox.
  3. Authorized employees shall be provided a copy of Tamarac's Social Media Site(s) Use policy. Such employees are required to acknowledge their understanding and acceptance of this policy, risks and responsibilities via their signature prior to receiving Social Media access information.
- C. Employee authorization procedure:
1. Authorized employees are to be identified when department Social Media accounts are approved.
  2. To minimize the risks to the City's network and reputation, departments are advised to limit the number of authorized employees, optimally to no more than two: one primary and one alternate.

3. Department director shall notify the PIO and the IT director of changes in authorization. IT shall establish appropriate access permissions, update the authorized employee lists and post the updated list on a secure Intranet site.

**V. New Social Media approval and deployment procedure:**

- A. From time to time, the PIO will review new and emerging social media for viability, usefulness and relevance to the goals outlined in the purpose section of this policy.
- B. Departments may also recommend use of new or emerging Social Media utilizing the New Social Media Authorization Request Form (attached as Exhibit C).
- C. PIO and IT shall evaluate the department's needs for new Social Media against the potential risks to the City's networks and reputation, evaluate feasibility of requested Social Media use, and render a recommendation to approve or deny the exception request.
- D. The City Manager or designee shall have the authority to grant final approval for use of new Social Media.
- E. The new Social Media site(s) shall be compatible with the City's Social Media archival system and shall be set up for archiving prior to going live.
- F. If new Social Media is approved, it shall be deployed using the procedure outlined in Section IV. B. of this policy.

Approved:  11/24/14  
Michael C. Cernech                      Date  
City Manager

I certify that I have received, read in its entirety including the Exhibits, understand, and will comply with the provisions of this City of Tamarac policy:

**Tamarac's Social Media Site(s) Use Policy 09-02R**

\_\_\_\_\_  
Employee Name (Print)

\_\_\_\_\_  
Employee Job Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Employee Department

\_\_\_\_\_  
Date

**Authorized employees, please sign below to acknowledge that you have a full understanding of risks associated with Social Media use.**

This policy is intended to minimize the risks associated with the use of Social Media. The breach of this policy may pose risks that include, but are not limited to: the risks to the City's technology, network and data privacy security, the risk of sensitive information becoming available to unauthorized recipients, and the risk of harm to the City's brand and the City's and/or its employee(s) reputation.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**EXHIBIT A: “Terms of Use”**

The City of Tamarac is proud to be reaching out to its residents via social media outlets, including but not limited to Facebook and Twitter. The City of Tamarac is a public agency subject to Ch. 119, F.S. (Florida’s Public Records Act). Please be advised that any information posted on any of the City’s social media is a public record, and may be disclosed pursuant to a request for public records. If you would like to make a request for public records, please contact the City Clerk’s Office at (954) 357-3505. We welcome your comments and hope that the conversations here will be courteous. Please remember that you are fully responsible and may be liable for any content you share.

We welcome all viewpoints, but we reserve the right to delete any of the following content:

- Off topic, violent, obscene, profane, hateful, or racist content;
- Content that threatens or defames any person or organization;
- Solicitations, advertisements, or endorsements of any third party service, product or business;
- Content that suggests or encourages illegal activity;
- Content that violates copyright laws;
- Repetitive posts copied and pasted by multiple users; and
- Content of a political nature, including, but not limited to: content pertaining to fundraising activities promoting or opposing any person campaigning for election to a political office, or promoting or opposing any ballot proposition.

Content posted on this site, other than content posted by the City of Tamarac, does not reflect the opinions and positions of the City of Tamarac, its officials and employees. The City does not authorize or endorse advertisement on the site.

The purpose of this site is to disseminate general information and engage the public in a conversation. To conduct official City business, visit our website [www.tamarac.org](http://www.tamarac.org) or contact City staff by phone, email or in person.

The City may provide external links solely for our readers’ information and convenience. The City is not responsible for the availability of such external sites or resources, and does not endorse and is not responsible for any content, advertising, products, or other materials on, or available from, such sites or resources. By selecting the link you acknowledge that you are leaving our site and are subject to the privacy and security policies of the external website providers.

If you have any questions or comments about this policy, please email us at [socialmedia@tamarac.org](mailto:socialmedia@tamarac.org).

**EXHIBIT B: SOCIAL MEDIA ACCOUNT AUTHORIZATION REQUEST FORM**

Department Director's name: \_\_\_\_\_

Department: \_\_\_\_\_

Date: \_\_\_\_\_

Social Media Account requested:  Facebook  Twitter  YouTube

**What goals are to be accomplished by department use of Social Media?**

1. Please state the goals you seek to accomplish and explain how they serve to advance the City's strategic goals and branding efforts.

2. Please include an explanation as to why these goals cannot be adequately accomplished by using the City of Tamarac website or citywide social media sites. What alternatives were considered?

**How will the department use Social Media to accomplish these goals?**

What type of content will you share?  
Estimated frequency of posting.

**Department employee(s) to be authorized to utilize Social Media in an official capacity on department's behalf:**

Please indicate employee name, position, and what portion of employee work day/work week you anticipate this employee to spend on Social Media-related tasks.

Director Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved

Not Approved Reason(s): \_\_\_\_\_

PIO Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**EXHIBIT C: NEW SOCIAL MEDIA AUTHORIZATION REQUEST FORM**

Department Director's name: \_\_\_\_\_

Department: \_\_\_\_\_

Date: \_\_\_\_\_

Social Media requested: \_\_\_\_\_

**Please explain why a new form of social media is needed to achieve the City's goals?**

1. Please state the goals you seek to accomplish and explain how they serve to advance the City's strategic goals and branding efforts.
  
2. Please include an explanation as to why these goals cannot be adequately accomplished by using the City of Tamarac website or citywide social media sites. What alternatives were considered?

**How will the department use Social Media to accomplish these goals?**

What type of content will you share?  
Estimated frequency of posting.

**Department employee(s) to be authorized to utilize Social Media in an official capacity on department's behalf:**

Please indicate employee name, position, and what portion of employee work day/work week you anticipate this employee to spend on Social Media-related tasks.

Director Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PIO Recommendation:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

IT Director's Recommendation:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**City Manager or Designee**

- Approved
- Not Approved      Reason(s):

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_