

MIAMI BEACH CITYWIDE PROCEDURE	DATE ISSUED: JANUARY 2017	Page: 1 Of: 5	SEQUENCE NUMBER: CO.19.01
	DATE UPDATED: MARCH 2017		
	SUBJECT: SOCIAL MEDIA		
	RESPONSIBLE DEPARTMENT: OFFICE OF MARKETING AND COMMUNICATION		

PURPOSE:

This document defines the social networking and social media procedure for the City of Miami Beach, the "City". To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites. This procedure establishes guidelines for the use of social media.

PROCEDURE:

ACCEPTABLE USE

Personal Use

All City employees may have personal social media accounts/blogs. These accounts/blogs should remain personal in nature and be used to share personal opinions or non-work related information. Following this outline helps ensure a distinction between sharing personal and City views.

City employees must never use their City e-mail in conjunction with any personal social media accounts/blogs.

The following guidance is for City employees, who decide to have personal social media accounts/blogs or who decide to comment on posts about official City business:

- Always state your name and, if relevant, role, when discussing City business.
- Use a disclaimer such as: "The postings on this site are of my own and don't reflect or represent the opinions of the City of Miami Beach, for which I work."
- Always write in the first person and please consider that even anonymous postings on blogs/social media accounts can be traced back to the City.
- When participating in online communities, do not misrepresent yourself and any roll you have within the City.
- You are personally responsible for the content you publish on blogs, Wikipedia or any other form of user-generated media. Please remember that postings on the internet, even if removed/deleted by a user, are either permanently archived or could be saved as screen shots by other users, meaning that everything you publish could be visible to the world permanently. If you are about to publish something that makes you even the slightest bit uncomfortable, review and reconsider. If you are still unsure and it is related to the City, talk to the Digital Media Specialist within the Communications Department.

MIAMIBEACH CITYWIDE PROCEDURE	DATE ISSUED: JANUARY 2017	Page: 2	SEQUENCE
	DATE UPDATED: MARCH 2017	Of: 5	NUMBER: CO.19.01
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- Do not comment on work-related legal matters unless you have the legal approval by the City to do so.
- Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the City's workplace. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). The City of Miami Beach has a zero-tolerance policy on cyber-bullying, the use of technology to threaten, hurt, single out, embarrass, spread rumors, and/or reveal secrets about others.
- Think about consequences. Imagine you are sitting in a meeting and a vendor brings out a printout of a colleague's post that states "Miami Beach sucks to work for, I hate this place." Be conscious of what you post, remember: Using your public voice to trash or embarrass your employer, your client, your co-workers or even yourself is not acceptable.
- Be aware that others will associate you with your employer when you identify yourself as such. Please ensure that your Facebook, Linked-in, Twitter, Instagram or YouTube profiles and related content is consistent with how you wish to present yourself with clients and colleagues.

Professional Use

All official City-related communication through social media outlets should remain professional in nature and should always be conducted in accordance with the City's communications procedure, practices and expectations. Employees must not use official City social media sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

City employees should be mindful that inappropriate usage of official City social media sites can be grounds for disciplinary action. If social media accounts are used for official City business, the entire City site, regardless of any personal views, is subject to best practices guidelines, and standards.

Only individuals authorized by the City may publish content to a City web site or City social computing technologies.

Approval and Registration

All City social media sites shall be (1) approved by the Communications Department and (2) published using approved social networking platform and tools.

Any new social media accounts and/or pages must be requested through the Communications Department. The Communications Department will review the request for a new social media page and determine if there is a need for it.

The Communications Department will have administrative authority to all pages which are associated with the City.

In an effort to maintain consistent messaging and overall city branding, Boards, Commission Committees and other City Committees are not permitted to create social media accounts. We

MIAMI BEACH CITYWIDE PROCEDURE	DATE ISSUED: JANUARY 2017 DATE UPDATED: MARCH 2017	Page: 3 Of: 5	SEQUENCE NUMBER: CO.19.01
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urge all boards and committees to work with their liaison to submit social media content to be shared through the city's appropriate social media platforms.

Oversight and Enforcement

Employees representing the City through social media outlets or participating in social media features on City websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in City social media sites, blogs, or other social media features.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

City employees recognize that the content and messages they post on social media websites are public and may be cited as official City statements. Social media should not be used to circumvent other City communication policies, including news media procedure requirements.

City employees may not publish information on City social media sites that includes:

- Confidential information
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Any form of cyberbullying
- Partisan political views
- Commercial endorsements or SPAM

Records Retention

Social media sites contain communications sent to or received by the City and its employees, and such communications are therefore pursuant to the Public Records Act, Chapter 119 of the Florida Statutes. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Communications Department shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.

MIAMIBEACH CITYWIDE PROCEDURE	DATE ISSUED: JANUARY 2017 DATE UPDATED: MARCH 2017	Page: 4 Of: 5	SEQUENCE NUMBER: CO.19.01
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- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the City has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

City utilizes an automated archiving solution provided by *ArchiveSocial* to comply with applicable public records law and fulfill the above record retention requirements. The City archive is available at; archivesocial.com.

EXTERNAL PROCEDURE

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

Moderation of Third Party Content

This City social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed (if possible) when the content

- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- can be construed as cyberbullying
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise in

Public Records Law

City social media sites are subject to applicable public records laws. Any content maintained in a social media format related to City business, including communication posted by the City and communication received from citizens, is a public record. The Communications Department is responsible for responding completely and accurately to any public records request for social media content.

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DATE ISSUED:
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Page: 5
Of: 5

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Prepared by:



Director, Office of Marketing and Communications

Reviewed by:



Internal Auditor

Chief of Staff

Approved by:



City Manager

3/27/17
Date