

CITY OF NORTH MIAMI
ADMINISTRATIVE REGULATIONS

Aleem A. Ghany
City Manager

Administrative Regulation 00-90
Approved 
Date 07/30/15

ALL DEPARTMENTS

SOCIAL MEDIA FOR OFFICIAL CITY USE

PURPOSE

Implement the use of social media applications to communicate present matter of public interest concerning the City of North Miami ("City") that are solely informational.

OBJECTIVES

To provide guidelines, procedures and responsibilities for the use of social media applications to communicate public information and increase public awareness. Social media websites are intended to be used for informational purposes only. If the user wishes to contact the City or to request City services, they should visit the City's official website: www.northmiamifl.gov

To comply with Chapter 119, Florida Statutes (2014), as amended from time to time, and subject to the retention schedule established pursuant to the General Records Schedule GS1-SL for State and Local Government Agencies, as amended.

RESPONSIBILITIES

The City Manager's Office, Public Information Division, will govern the use of designated social media applications to ensure the City's official presence and to disseminate information to the public.

The Public Information Department is responsible for overall social media administration and will provide training to City employees on what constitutes appropriate use of the account and how to maintain responses to ensure public records are maintained.

The Information Technology Department ("IT") will work with the Public Information Office ("PIO") staff to integrate social media applications with existing and evolving technology.

IT and PIO will maintain the City's social media archive system which will be utilized for public record retention of all content posted on social media applications.

Department heads will be responsible for ensuring that procedures outlined in this administrative regulation are distributed to, read, and understood by those employees responsible for providing information to and assisting the PIO staff with the use of social media.

Elected officials, members of a city board and/or commission may not engage on the City's social media accounts in an exchange or discussion of matters that foreseeably will come before the council, board or commission for official action in accordance with Florida's Sunshine law.

PROCEDURES

Responsibility is equally shared by the participating departments that actively engage in social media.

Department

Before Establishing a Social Media Account

- Contact the PIO to discuss objectives and desired outcomes for utilizing social media and to help determine its effectiveness in reaching the communication objectives.
- Obtain formal approval from the PIO to proceed with any proposed social media project.
- Obtain formal approval, which shall specify all Authorized Users for the project, from the applicable Department Director or Manager prior to establishing any social media Account.
- Obtain a completed **User Agreement Form** for each Authorized User and store that agreement in the employee's personnel file.
- Establish the Social Media Account using a NorthMiamiFL.gov e-mail, NOT a personal email, and provide all access credentials to both IT and the PIO, including all subsequent modifications to credentials.

When Establishing and Maintenance of the Social Media Account

- Include an introductory statement that clearly specifies the purpose and topical scope of the social media presence.
- Post a **Terms of Use Agreement** as approved for use by the City Attorney's Office. The Agreement shall clearly indicate that any post is subject to public records

disclosure. Review and approve any departmental changes or additions to the Terms of Use Agreement or the general disclaimer with the legal department.

- Each social media account must have the following public records notice, clearly stating on the landing page of the social networking webpage: *Public comments made on this page are not considered official communications with the Government of the city of North Miami. All content on this page is subject to Florida Public Records Laws, pursuant to Chapter 119, Florida Statutes (2014), as amended from time to time. Maintain compliance with all applicable Federal, State and City requirements, policies and procedures relating to records retention and public records requests.*
- Only one way (outbound from the City) communication will be allowed. This includes but is not limited to postings, communications, photos, video, audio, images, etc.
- Wherever possible, links to more information should direct users back to North Miami's Official Website (www.northmiamifl.gov) for more information, forms, documents, or online services necessary to conduct business with the City. The use of Social Media Internet Web Sites shall not be in lieu of, or a replacement of, using the City's official Website.

Guidelines for Authorized Users

- Each City social media account shall not violate any prohibited activities enforced by the City administrative policy, code of conduct or standards of ethics. Violations of these policies may result in disciplinary action.
- Any post that violates the **Terms of Use Agreement** or disclaimer should be documented for records retention purposes and then deleted from public view.
- Authorized users represent the City and shall govern themselves accordingly. Published content on social media sites by an authorized user must abide by all copyright, patent and trademark restrictions; State of Florida, Miami-Dade County, and City code ethics; and City administrative policies. Proper speech (spelling and grammar) shall be used. It is important to note that, once published, all content is persistent in the public domain and archived with the City pursuant to the General Records Schedule GS1-SL for State and Local Government Agencies, as amended.

TERMS OF USE

It shall be the policy of the City that the following agreement must be continuously and conspicuously posted on each Social Media Account established and maintained by the city of North Miami, if such capability exists. The agreement shall also be posted on northmiamifl.gov for easy access:

While this is an open forum, please keep your comments clean and appropriate. Inappropriate comments are subject to deletion by the administrator of this account. If

you don't comply with the posting guidelines, you will be blocked from posting any more information to the site.

This forum is not monitored at all times. Do NOT use this forum to report emergency situations or time-sensitive issues.

Please keep the following guidelines in mind when posting:

- We do not allow graphic, obscene, explicit, or discriminatory comments or submissions nor do we allow comments that are abusive, threatening, hateful or intended to defame anyone or any organization or comments that suggest or encourage illegal activity.
- Postings must not violate any federal, state, or municipal laws. For example, they may not:
 - Reveal information about ongoing investigations;
 - Discuss deliberative materials;
 - Violate the regulatory process;
 - Violate privacy or copyright;
 - Promote political campaigns or candidates
- Postings must not contradict or encourage misuse of the City directions, guidance, or other official information.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity or sexual orientation will not be tolerated.
- Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned prohibited conduct will not be tolerated.
- Content should be related to the subject matter of the social media site where it is posted.
- We do not allow solicitations or advertisements. This includes promotions or endorsements of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any person or any private or public entity.
- We do not allow information intended to compromise the safety or security of the public, public systems and facilities.
- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

- All comments are subject to Public Records and Sunshine laws.
- The appearance of external links on this site does not constitute official endorsement on behalf of the City.