



## CITY OF NORTH MIAMI BEACH PERSONNEL POLICY & PROCEDURE

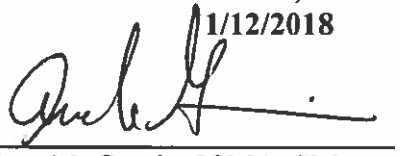
**TITLE:** Social Media & Communications Policy

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**PREPARED BY:** Human Resources and  
Public Affairs &  
Community Engagement

**APPROVED:**

  
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City Manager

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### **PURPOSE:**

To establish the City of North Miami Beach Social Media Policy to provide guidance to all employees, interns and volunteers on the use of internet, social network sites and personal websites. Social media includes all means of communicating or posting information or content of any sort in the Internet, including, but are not limited to, personal web pages, Twitter, Facebook, LinkedIn, Instagram, Pinterest, YouTube, Snap Chat, and Blogs. Employees have the right to maintain personal social media. However, the use of social media also represents certain risks and, therefore, carries with it certain responsibilities. It is NOT permissible to state or imply that personal social media in any way officially represents the City of North Miami Beach.

This policy also establishes the Communications Policy to provide guidance on working with and handling media requests/inquiries. The City encourages accurate media coverage of programs, events and issues which may have an interest and impact to our community. Therefore, accurate and objective information about City activities to our residents is essential.

### **STANDARDS FOR USE OF SOCIAL MEDIA:**

All uses of social media on behalf of the City or any City department, or in any manner that appears to represent the City or constitute communication by the City, must comply with the following standards:

#### **A. Departments and Department Directors**

1. No department may establish, use, or terminate a social media identity, account, profile, page, or site without the approval of the City Manager or designee. [Note: An exception is hereby

*made for the Police Department when gathering intelligence/for criminal investigations.]*

2. Department directors, with the approval of the City Manager or designee, shall designate one or more department employees to be the authorized social media user(s) for the department. Only the department's authorized social media user(s) may post social media content on the department's social media account(s) and may have access to the department's social media accounts that permit such posting.
3. No information or hyperlink to any Internet site or other materials or communications may be posted, or approved for posting, on a department social media account that is not directly related (as determined by the department director) to the City's mission and vision and NMB Service Standards.
4. Department social media sites must prominently display, on the first page accessible to site visitors, links to the City's official Internet site [www.citynmb.com](http://www.citynmb.com), and to the department's official Internet pages.

**B. Employees**

1. No City employee may establish any social media account in the name of, or on behalf of the City or any City department, unless: (a) the City Manager or designee, and the user's department director have approved the account; and (b) all information to be posted on the account is approved. This requirement applies regardless of whether the account is established, accessed, or used by the City Communications Information Systems or by the employee's or other individual's information systems, and regardless of whether the account is established, accessed, or used on City or non-City premises.
2. Social media accounts established by the City or a City department are to be used for City and department business purposes only. Use for communications and postings that are not directly related to a City or department business purpose is prohibited.
3. Employees are expected to be attentive and careful in their use of social media. Employees should be aware that their use of social media may be perceived as representing the City and City government, and should tailor their use accordingly. Employees may not post anything on their personal blog or social media site/page, or on the blog or social media site/page of another individual or entity (other than the City), in the name of the City or in a manner that could reasonably be attributed as the official position of the City without authorization from the City Manager or designee.
4. Employees are prohibited from engaging in inappropriate use of social media accounts established by the City or a City department. It is unacceptable for social media to be used in a manner that does not comply with federal, state, and local laws and regulations, and City policy. Employees are expected to abide by the following guidelines:
  - (i) Respects copyright, trademark, or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests. Employees may not use the City's logo, seal, slogan or trademarks on their personal blog or social media site or

page in a manner that suggests that the posts express the opinions of the City.

- (ii) Refrain from the use of ethnic slurs, profanity, threats of violence, material that is harassing, defamatory, fraudulent or discriminatory.
  - (iii) Refrain from, the use of sexually explicit images, cartoons, jokes, messages, or other material that violates the City's policy or any federal, state, or local law prohibiting sexual harassment.
  - (iv) Refrain from posting material which contains confidential information that compromises the security of City networks or information systems. Such confidential information includes, but is not limited to, information that is protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or other federal, state, or local laws and regulations (except as permitted under such laws and regulations), as well as social security numbers and other personally identifiable information.
5. Nothing in this policy is intended to prohibit or discourage employees from engaging in speech as citizens on matters of public concern, or to prohibit or discourage employees from engaging in any protected activities under the Public Employee Relations Act (Chapter 447, F.S.).

### **C. Use of Social Media at Work**

Unless specifically authorized by the City to do so as part of an employee's position, employees are not permitted to blog or use other forms of social media during those periods of the day that they are required to perform their work tasks. Employees are prohibited from using a City e-mail address on their personal blogs, social media sites or pages, or any other personal internet account.

Unless specifically authorized by the City, employees are not permitted to blog or engage in social media use using any City computers or City-supplied electronic resources or other devices. In addition, employees may not use the City's facilities to develop, design or maintain their personal blogs or social media site or page, and are prohibited from linking their blog or social media page or site to the City's website.

### **OWNERSHIP**

All social media communications messages composed, sent or received on the City's IT equipment or used in official City business or representing the City of North Miami Beach are the property of the City of North Miami Beach and subject to public records. The City of North Miami Beach reserves the right not to publish any posting, or to later remove it.

## **MANAGEMENT OF SOCIAL MEDIA APPLICATIONS**

The City of North Miami Beach's Public Affairs & Community Engagement division is responsible for overall social media administration, including, but not limited to, blogs, wikis, video sharing, business pages and social networking sites.

The Public Affairs & Community Engagement division will:

- Maintain the site, including the look and feel and pages for the comment policy, descriptions, etc.
- Review each post. This will primarily be for policy and legal issues; other editing will be light, essentially only to correct spelling or grammatical errors.
- Coordinate review with the city attorney's office for legal issues.
- Upload posts (repeat bloggers/posters may be authorized to post themselves).
- Moderate comments (see Moderating Public Comments).

## **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 do not provide links to external sites that are strictly political or religious in nature. The provision of direct links should 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 North Miami Beach 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. The City is not responsible for any materials stored on other social networking sites or websites, nor 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.

## **REPORTING WORK-RELATED COMPLAINTS**

The City encourages employees to resolve work-related complaints by speaking directly with co-workers, supervisors, managers, Department Directors or the Department of Human Resources & Risk Management rather than by posting those complaints in a blog or on a social media site. If an employee decides to post personal complaints or criticism concerning the City, its officers or employees, employees are prohibited from doing so in a way that is defamatory, slanderous, or that

might be construed as threatening, stalking, intimidating or unlawful discrimination or harassment in violation of the policies.

## **COMMUNICATIONS:**

### **A. Internal Communications Involving Major Incidents**

Department Directors or their designee are to immediately communicate with the Chief of Staff/Public Affairs & Community Engagement Division and Media Relations (City representative/consultant) in writing (utilizing the attached Incident Communication Form) or by using the electronic Staff Notification System whenever major incidents occur within the City or near City boundaries such as:

1. Major incidents that involve fatalities or shootings.
2. Serious felony crimes (murder or rape)
3. Injuries to employees that would cause hospitalization, whether on or off-duty.
4. Major damage to infrastructure that does not include vehicles.
5. Extensive traffic congestion, road closures due to an accident, including the Sunny Isles Bridge stuck in the upright position.
6. Incidents at City Facilities
7. Major Incidents that occur Citywide
8. Assisting other agencies with major crimes
9. Any other incident that in the Department Director's good and reasonable judgment may be newsworthy.

The Chief of Police and the Director of NMB Water (or their respective designees) shall immediately notify the City Manager and Mayor *via telephone* of major incidents that involve fatalities or shootings, injuries to employees that would cause hospitalization, major incidents that occur Citywide or any other incident that may be newsworthy. Subsequent to the telephone calls, an email shall be sent to the City Manager, Chief of Staff/Public Affairs, Mayor and Commissioners regarding the incident.

### **B. Media Inquiry**

In order to disseminate accurate and complete information, any employee who receives an inquiry from any media outlet must contact the City Manager's Office/Public Affairs & Community Engagement Division.

The Police Department, through the Public Information Officers (PIOs) may release and report information directly to the media regarding topics such as: Police incidents, criminal investigations, on-the-scene accidents, sexual predator notifications. The assigned PIOs will distribute the information to the media and copy the City Manager's Office/Public Affairs & Community Engagement Division.

## **APPLICABILITY OF CITY POLICIES**

The Social Media and Communications Policy use is subject to the City's Personnel Policies and Procedures, Civil Service Rules and Regulations and existing policies, including "Policy Prohibiting Discrimination & Harassment" and "Equal Opportunity." Inappropriate postings include, for example, discriminatory remarks, harassment based on a protected class, threats of violence or other similar inappropriate or unlawful conduct. Violation of City policy, or inappropriate or unlawful conduct, will not be tolerated and will subject an employee to disciplinary action up to and including termination from employment.