



SOCIAL MEDIA POLICY

CITY ADMINISTRATIVE POLICY **(REVISED)**

PURPOSE

This City Administrative Policy rescinds CAP-IT-001 in its entirety in order to establish revised guidelines, procedures, limitations and responsibilities relating to the City of New Port Richey's use of social media. Social media is considered to be any online platform where you may be interacting with others.

OUTLINE

STATEMENT OF POLICY:

City departments may use certain social media platforms to promote City programs, services, events, and activities if it is determined that the use of a specific site will serve the public interest and portray the City in a positive manner. Subject to the terms and conditions set forth in this policy, social media may be used for City marketing, promotional, and general information only and only to convey information that is useful to, or will further the goals of, the City. The City of New Port Richey reserves the right to deny access to City of New Port Richey social media sites for any individual who violates the City New Port Richey's social media policy, or any federal, state, or local law, at any time and without prior notice. Posts, messages or comments that include vulgar, offensive, threatening or harassing language, personal attacks, or unsupported accusations will result in immediate access denial.

PROCEDURES FOR CITY SOCIAL MEDIA ACCOUNTS:

1. Employees must be authorized to create and maintain any social media account by the Department Director and the Technology Solutions Director. Administration of social media accounts may be assigned to any department employee by the requesting Department Director who has a complete understanding of this policy and has appropriate content and technical experience and who will supervise such administration. The Technology Solutions Department shall oversee all City of New Port Richey's presence on social media platforms and reserves the right to regulate the accounts as needed.

2. Under no circumstance shall any city board or committee, individually or collectively as the appointed board or committee, create or maintain any social media account that represents the board or committee they are appointed to on any social media platform.
3. Social media accounts used by the City of New Port Richey will be limited to outbound communication only and shall not allow for any reply postings.
4. Wherever possible, City social media accounts should make clear that they are maintained by the City and follow this Social Media Policy with links that direct users back to the City's website for more information, forms, documents or online services necessary to conduct business with the City of New Port Richey.
5. Employees authorized to represent the City in an official capacity via social media platforms must conduct themselves at all times as representatives of the City of New Port Richey in accordance with the City's Personnel Rules and Regulations Policy Manual.
6. City social media sites are subject to the public records laws of the State of Florida. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication and communication submitted for posting, may be subject to public disclosure. All such content shall be maintained in accordance with Florida law and retention schedules. E-Discovery laws may also apply to social media content and, therefore, content must be able to be managed, stored, and retrieved to comply with these laws.

LINKS TO OTHER SOCIAL MEDIA AND/OR EXTERNAL WEBSITES PROVIDED ON CITY SOCIAL MEDIA SITES

The City of New Port Richey may select links to other social media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's policies no longer apply and the individual becomes subject to the policies of that page or site.

LINKS BY OTHER ENTITIES TO CITY SOCIAL MEDIA SITES

It is not necessary to get advance permission to link to the City of New Port Richey social media sites; however, entities and individuals linking to the City of New Port Richey social media sites should not in any way suggest that the City of New Port Richey has any relationship or affiliation with the organization or that the City endorses, sponsors or recommends the information, products, or services of that site. Furthermore, social media sites should not make use of the City seal or use the name of any department, committee or board as its name.

COPYRIGHT POLICY

All information and material generated by the City of New Port Richey and provided on City of New Port Richey social media sites are the property of the City of New Port Richey. The City retains copyright on all text, graphic images and other content that was produced by the City of New Port Richey and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted material you copy. Please include a credit line reading: "credit: City of New Port Richey (insert name of social media platform page)" or "Courtesy of City of New Port Richey."

Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of New Port Richey. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third-party copyright must adhere to the terms and conditions of the third-party copyright holder. If you are a copyright holder and you feel that City of New Port Richey did not use an appropriate credit line, please notify the Technology Solutions Director with detailed information about the circumstances so that the copyright information can be added or the material in question can be removed.

COMPLIANCE

The Technology Solutions Director will verify compliance to this policy through various methods, including but not limited to, business tool reports, internal and external audits, and feedback to the policy owner. Any exception to the policy must be approved by the Technology Solutions Director in advance. An employee found to have violated this policy may be subject to disciplinary action in accordance with the City of New Port Richey's Policies and Procedures Manual.

This policy shall take effect immediately and rescinds CAP-IT-001 issued on January 23, 2014 in its entirety.

APPROVAL

Approved by Debbie L. Manns, City Manager

(Initials)

