

Community Relations Policies and Procedures			
SUBJECT: Social Media Policy			
Effective Date:	Revision Date: 02/21/17	Revision #:	Page:
Authority: Town Manager		Legal Review:	
Revises Policy:			

I. PURPOSE:

The Town of Jupiter recognizes the need and value of social media as an immediate, accessible form of communication to reach a broad audience, to share information, and to engage with members of the public and the media. Social media channels are used to increase public awareness of the Town of Jupiter’s policies, programs, services, accomplishments, events, and news, as well as to serve as an immediate form of communication in emergency situations.

II. DEFINITIONS:

Social Media is the term that refers to internet-based digital communication platforms that integrate user-generated content and user participation to share information, opinions and other content such as photos, videos, articles, and other publications. Social media sites may include but are not limited to Facebook, Twitter, Instagram, SnapChat, Pinterest, LinkedIn, Flickr, YouTube, Google+, etc.

Social Networks are online communities of people or organizations that share interests and/or activities and use a wide variety of internet technology to make the interaction a rich and robust experience.

Social Media Account means any registration, login credential, tool, forum, website or network that is created or maintained by a department for the purpose of establishing or perpetuating a social media presence.

Social Media Content includes any materials, documents, photographs, graphics, and other information that is created, posted, distributed, or transmitted using social media internet sites or social media tools.

Post is any message, picture, graphic, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by, any social media account or network.

Hashtags(#) are words or phrases used within a message to identify a keyword or topic of interest and facilitate a search for it. Hashtags are preceded by the pound sign (#) and can be a word or a short phrase.

Tag or Tagging someone or some business or organization means a link is created to that person's or organization's profile. The person/organization that is tagged in a post will be notified and the post may be added to the person's/organization's timeline or newsfeed.

III. SCOPE:

The scope of this policy includes the use of social media platforms by the Town of Jupiter and Police Department as a communication platform, the use of social media platforms by elected officials of the Town of Jupiter, and the acceptable use of social media by the employees of the Town of Jupiter when conducting Town business.

IV. ROLES & RESPONSIBILITIES:

A. Roles:

Authorized social media users include any Town of Jupiter employee, Jupiter Police Department employee or Town of Jupiter elected official responsible for the use, administration, management, monitoring, and/or retention of social media, social media tools or web sites, and/or social media content in the name of, or on behalf, of the Town of Jupiter and Jupiter Police Department. These administrators include: the Social Media Coordinator, the Director of Community Relations, the Webmaster / Multimedia Specialist, the Communications & Marketing Programs Manager, and the Police Department Public Information Officer on duty.

B. Responsibility:

The Social Media Coordinator and the authorized social media users are ultimately responsible for the maintenance and monitoring of all Town of Jupiter social media accounts in accordance with this policy. The Social Media Coordinator and the authorized users will collaborate with records management to ensure that the Town of Jupiter is adhering to public records laws as they apply to social media.

V. POLICY:

A. Use

1. The Community Relations department will administrate the Town of Jupiter's official social media accounts including the accounts for elected officials. Town of Jupiter official social media accounts will be used for purposes of providing information and transparency as it relates to policy information, Town Council business, accomplishments, events, programs, news and updates, announcements of official sponsors, to elicit engagement, and for emergency alerts.

2. Town of Jupiter official social media pages will not be used for: reporting criminal activity or emergencies, general advertising/promotion of third party businesses, or political lobbying.

B. Content

1. Posts made by authorized social media users from Town of Jupiter official accounts:

These accounts will be used to post general information to increase public awareness of the Town of Jupiter's policies, programs, services, news/updates, as well as serve as an immediate form of communication in emergency situations. Types of acceptable posts made by an official account of the Town of Jupiter, in a text, photo or video format, include but are not limited to: information about a town program, service or event, a policy decision/outcome, agenda summaries, general information or history about the Town of Jupiter, and alerts and/or notifications made on behalf of the Jupiter Police Department.

2. Comments and responses

a) Comments/replies on Town of Jupiter's posts from the public are allowed and will be monitored by the aforementioned administrators for inappropriate content.

b) Responses from the Town of Jupiter to comments/replies from the public will be warranted and given when: a specific question is asked about a Town of Jupiter policy, program, service, or event information and there is specific answer, or the page will respond to correct an inaccuracy when discussion occurs among the public and there is misinformation about a Town of Jupiter policy, program, service or event.

3. Sharing/liking/following

a) The Town of Jupiter reserves the right to like, share, re-tweet, or re-post content from another social media account. A like, share, or re-tweet of content does not imply or denote an endorsement of that account.

b) The Town of Jupiter Facebook page and elected officials Facebook pages will not like or follow any other public Facebook page other than each other.

4. Disclaimer

The Town of Jupiter social media accounts, where possible, as well as the Town website, will have the following disclaimer posted: "Comments expressed on this page do not necessarily reflect the opinions and position of the Jupiter Town Council, its individual members, or its administrators, officers or employees. The Town of Jupiter reserves the right to remove or hide a comment without prior notification." Content that could be removed or hidden include but is not limited to; spam, including links to other websites; obscene language or sexual content, comments that target or disparage any ethnic, racial or religious groups; personally identifiable medical information; comments that threaten or defame any person or organization; comments that promote illegal activity; advertisements for commercial services or products; or comments that infringe on copyrights or trademarks. The Town does not endorse any content, viewpoint, product or service linked from its social media sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of shared information.

5. Security

- a) Authorized users and elected officials should employ strong passwords that cannot be easily compromised.
- b) Account passwords should periodically change and, in the event of a change, should be communicated with the other authorized users of the account.
- c) Authorized users of accounts should not share access with anyone other than an authorized user.

C. Employee Guidance for Participating in Social Networking:

The Town of Jupiter understands that social networking and internet services have become a common form of communication in the workplace and among stakeholders and citizens. Employees who choose to participate in social networks are doing so voluntarily and as a Town of Jupiter employee should adhere to current employee policies including:

- [Human Resources 13.16 Respectful workplace policy](#)
- [13.21 Internet Acceptable Use Policy](#)
- 13.23 Employee Social Media Policy
- 29.7 Police Department Computer Systems General Order

D. Elected Official Guidance for Participating in Social Networking

1. Elected officials must follow applicable State of Florida laws, including public record and sunshine laws. Town of Jupiter elected official social media accounts should be used for Town business.

2. Recommendations

- a) Post content as desired.
- b) Follow the general content guidelines as outlined previously for the Town's general accounts.
- c) Re-post and re-tweet applicable posts from Town of Jupiter accounts and like and follow Town's accounts. The Town of Jupiter's general accounts will also like and follow each Council member's accounts.
- d) Do not like or follow campaign accounts.

E. Candidate Guidance for Participating in Social Networking:

Candidates running for election should be aware of applicable laws regarding social media use and can review tips and suggestions posted on the Town Clerk's candidate information website.

VI. PROCEDURE:

Account establishment, management and administration

A. Establishment of an additional account on an existing social media platform that the Town currently utilizes:

1. The Community Relations team and authorized users will create an additional account on an existing social media platform currently utilized by the Town when needed, including accounts for a newly-elected official.
2. The team will create a personalized page for the newly-elected official from the existing seat account.
3. Former Council member pages will be unpublished/de-activated and archived content from that account will still be retained according to public record laws.

4. Only a Jupiter.fl.us email address will be used to create and access the account.

B. Establishment of a Social Media Account on a New Platform that the Town does not currently utilize

a) Each year the Community Relations team and authorized users will review its social media communication plan. The Community Relations team and authorized users will determine when the addition of a new social media platform is necessary based on perceived potential value, function, opportunity and relation to communication strategy.

b) Only a Jupiter.fl.us email address will be used to create and access the account.

C. Profile

1. Where possible, the social media account profile should include a hyperlink back to www.jupiter.fl.us for the purpose of providing additional information, resources, documents and other information pertaining to the Town to the public.

2. Where possible, the profile should clearly indicate that all posts are subject to public records laws.

3. Where possible, the profile should also include the disclaimer language listed previously in section V. subsection 4.

D. Required Training

Upon creation of a newly created social media account, the Social Media Coordinator or an authorized user will provide training, if requested, to the new user on: how to access the account, best practices for use, and suggested 'dos and don'ts'.

VII. Public Records and Archiving

A. The Town of Jupiter adheres to State of [Florida Public Records Laws](#).

B. To comply with these statutes, Town of Jupiter contracts with a social media archiving company to maintain its records.

1. Accounts that are archived

a) All official Town of Jupiter social media accounts are archived including those of the elected officials who choose to maintain a social media account. Future accounts may be added at any time.

b) Social media accounts are by definition searchable history feeds, but archiving is necessary to maintain records of removed content, edited content and direct messages.

2. Accounts that are not archived

a) Campaign accounts of those running for office against an incumbent and campaign accounts of incumbents.

b) Personal accounts of elected officials, employees and officers.

c) Public pages and profiles that are followed by official Town of Jupiter pages and profiles.