

POLICY NUMBER:

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ISSUED BY:

Emilio T. Gonzalez

City Manager/Designee



SIGNATURE

CITY OF MIAMI



ADMINISTRATIVE POLICY

REVISIONS

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SECTION

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8/20/13
3/22/18

SUBJECT:

USE OF SOCIAL MEDIA

Purpose

To establish City of Miami (City) general standards and responsibilities for the acceptable use with respect to official and personal use of any form of social media. The policy governs the use, administration, management, monitoring, and retention of social media and social media content, consistent with state, federal, and City laws and regulations.

Policy Statement

Social media has become a prominent source for information and communication on the internet. Web logs (blogs), social networks, discussion forums, wikis, video, and other social media can be a great way to stimulate conversation and discussion. As such, the City of Miami encourages communication among its employees, customers, residents, and others. These sites provide new opportunities and next generation tools for employees to communicate and collaborate internally and externally, resulting in constructive interactions between the employees and its customers, and the residents of the City of Miami.



Definitions

- A. **“Social media”** means and includes Internet technologies that facilitate and promote interactive communication, participation, and collaboration. Examples of social media include, but are not limited to, the web sites and applications Instagram, Vine, Blogger, Facebook, LinkedIn, Twitter, Tumblr, Foursquare, Meetup.com, Flickr, YouTube, Yelp, Second Life, and Wikipedia, and the interactive tools and functions they provide to users.
 - B. **“Authorized social media user”** or **“authorized user”** means and includes any City employee, contractor, consultant, vendor, and any other City employee 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 City or any City department.
 - C. **“Social media content”** means and 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.
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Benefits of Social Media Tools

When used in accordance with applicable laws, regulations, and policies as well as operational, security, and privacy considerations, Web-based social media tools can:

- A. Enhance the speed, reach, and targeting of communications (particularly during disaster/emergency incidents)
 - B. Facilitate collaboration
 - C. Improve information exchange between residents and employees
 - D. Increase citizen engagement and dialogue
 - E. Increase the City's ability to broadcast messages to the widest possible audience
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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, or use, or terminate a social media identity, account, profile, page, or site (collectively, social media account(s) or account(s)) without the approval of the City Manager or designee.
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) shall be authorized to 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. Directors should ensure that authorized social media users align social media messages with priorities as determined by the Office of Communications under the direction of the City Manager, and should regularly consult with the Director of Communications.
4. No information or link (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 mission, services, and objectives of the department and the City of Miami.
5. Department social media sites must prominently display, on the first page accessible to site visitors, links to the City's official Internet site www.miamigov.com, and to the department's official Internet pages.
6. Authorized social media users should not respond to or engage news media via social media. In the event that a department's social media account is contacted by the news media, it should immediately be brought to the attention of the Office of Communications.

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: (1) the City Manager or designee, and the user's department director have all approved the account; and (2) all information to be posted on the account is approved in accordance with Subsection A above. This requirement applies regardless of whether the account is established, accessed, or used by means of the City Communications Information



Systems or by means of the employee's or others' information systems, and regardless of whether the account is established, accessed, or used from 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.
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 with City and department policies. Employees are expected to follow these guidelines:
 - i. Respect the intellectual property rights of any person or entity and/or other legal ownership interests including material that is copyrighted, trademarked, etc.
 - ii. Refrain from the use of ethnic slurs, profanity, threats of violence; material that is harassing, defamatory, fraudulent or discriminatory or other materials that violates the City's Workplace Violence APM 1-99, Equal Employment Opportunity Policy APM 1-03, or any other federal, state, or local law prohibiting employment discrimination.
 - iii. Respect the terms of contracts addressing the use of any social media content.
 - iv. Refrain from the use of sexually explicit images, cartoons, jokes, messages, or other material that violates the City's Sexual Harassment Policy APM 3-81.
 - v. Contains confidential or 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.



- vi. Violates the terms of use governing the social media account.
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**Employees’
Personal Social
Media
Accounts**

This policy is not intended to govern employees’ establishment or use of personal social media accounts for personal purposes, outside the workplace and using non-City information systems. Employees are advised to be mindful of the broad scope of exposure of information posted on social media.

Personal uses of social media may represent or have the appearance of representing City policy or to be on behalf of the City. For these reasons, City employees are expected to comply with all City and department policies, as well as the following standards, when using personal social media accounts.

- A. Postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other social media content are an official policy, statement, position, or communication of the City of Miami, or represent the views of the City or any City official or employee.
 - B. Any employee’s user profile, biography, or posting on a personal social media account that identifies that person as a City employee must include a qualifying statement in substantially the following form: “The views I express on this site are my own and do not reflect any official view or position of the City of Miami.”
 - C. Subsection B, 4., i – vi, of the Standards for Use of Social Media Section.
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Compliance

Each City department director shall be responsible for enforcing compliance with this policy by department employees.

Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment pursuant to the City’s Progressive Disciplinary Guidelines APM 1-94.
