

SOCIAL MEDIA POLICY

PURPOSE

This policy provides uniform, citywide criteria to establish a new social media channel, or maintain an existing channel and provide guidance on acceptable and prohibited uses of city social media channels.

POLICY STATEMENT

The City of Pensacola uses social media channels to provide the general public with a readily available source of information that conforms to existing communications goals and guidelines and does not contain prohibited content.

The city has an overriding interest in coordinating what is communicated on city social media channels. A social media channel that falls short of community social media channel standards could damage the City's public perception.

City departments may consider using social media channels to reach their audience if the use of social media helps those departments achieve specific, measureable communication goals.

It is the overall desire of the City to limit the number of city social media channels and to only permit social media channels separate from the City's main social media channels if specific criteria are met and specific goals can be set and achieved.

SCOPE OF APPLICABILITY

This policy applies to all individuals and departments posting content on city social media channels.

In the event of a conflict between this policy and a department specific social media, this policy shall prevail.

GENERAL USES.

1. The City's main website maintained by Technology Resources and located at the primary City web address www.cityofpensacola.com
2. The City's main social media channels are the social media channels that are supervised by the Public Information Officer or his/her designee.
3. A department specific social media policy is subject to the review and approval of the Mayor or the Mayor's designee.
4. Individual department directors may draft a department-specific or supplemental policy in the event more department-specific information is appropriate.

5. A social media channel must maintain activity, the primary use of social media is to engage in an active and ongoing "conversation" with the public. If the primary goal of a department is to provide more static information about programs, event calendars, or other information that remains substantially unchanged, the department web page should be the primary source for this information.

Drive internet traffic to the City's main website in order to maximize search engine optimization for the main city web site.

The City of Pensacola has a wide variety of social media platforms including Facebook, Twitter, and Instagram that are used to promote the services, events and programs offered by the city.

The City of Pensacola is committed to using social media to help further the goals and missions of the city while still remaining true to the designated brand image. Because of Pensacola's vested interest in what is said in representation of the city, this policy provides a guide on how authorized users should conduct themselves while acting on behalf of the city online.

DEFINITIONS

1. "Social Media" is a term that includes a wide range of different internet applications and sites that foster interpersonal communication as well as peer, community, or public participation. Some examples of social media include, but are not limited to: Facebook, Twitter, Instagram, Pinterest, Tumblr, YouTube, Flickr, reddit, blogs, Linkedin, and all of the tools they provide.
2. "Authorized User" refers to anyone, including city employee, contractor, consultant or vendor, who is responsible, on behalf of the city, for usage, management, or monitoring of social media sites and their tools.
3. "Content" means any photographs, documents, or materials that is created or distributed via social media sites or their tools.

GENERAL INFORMATION

Due to social media sites containing information that represents or appears to represent views of the city regarding policy issues or other matters of city business that could affect city leaders, The mayor's Public Information Officer has oversight on all city social media sites.

1. The City of Pensacola's website, www.cityofpensacola.com will serve as the primary tool for the city's online needs. Social media had two predominate uses:
 - a. Increasing the City's ability to market themselves to a more widespread and diversified audience.
 - b. Providing citizens with time sensitive information in a manner that is efficient.
2. Links directing citizens back to the City of Pensacola website should be included in all content posted to social media whenever applicable.
3. Any use of social media by the city and its authorized users must comply with all state and federal laws, including, but not limited to, the Florida state Sunshine Laws.

All things posted on city social media sites are considered public record. This content is to be properly archived and provided when a request is made using the proper procedure.

4. All social media sites linked to the City of Pensacola should comply with the charter and all ordinances that have been adopted by the city.
5. It is prohibited for anyone, authorized user or visitors, to post content, articles, or comments containing any of the following:
 - a. Profane or sexual language and content.
 - b. Content that promotes 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 or sexual orientation
 - c. Content that may endanger the health and safety of the city or its citizens.
 - d. Solicitation
 - e. Illegal activity or the encouragement of such.
 - f. Content of no relevance to the article or picture being commented on.
 - g. Content that supports or opposes any political campaign or ballot items.
6. The city of Pensacola currently uses the following social media sites:
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. YouTube
 - e. Pinterest
 - f. LinkedIn
7. Any new social media tools that are being considered must be approved by the Mayor's Public Information Officer before usage is implemented.
 - a. Enforcement:
 - b. If a city employee fails to comply with the terms of this policy, disciplinary action or termination may occur. If the violation occurs at the hands of a third party contactor, the contract may be terminated in accordance to its terms.

MORE INFORMATION:

Any questions regarding the city's social media policy should always be directed to the Mayor's Public Information Officer for clarification. They should also be contacted if you wish to become an authorized user or to adopt a new social media platform for your department.