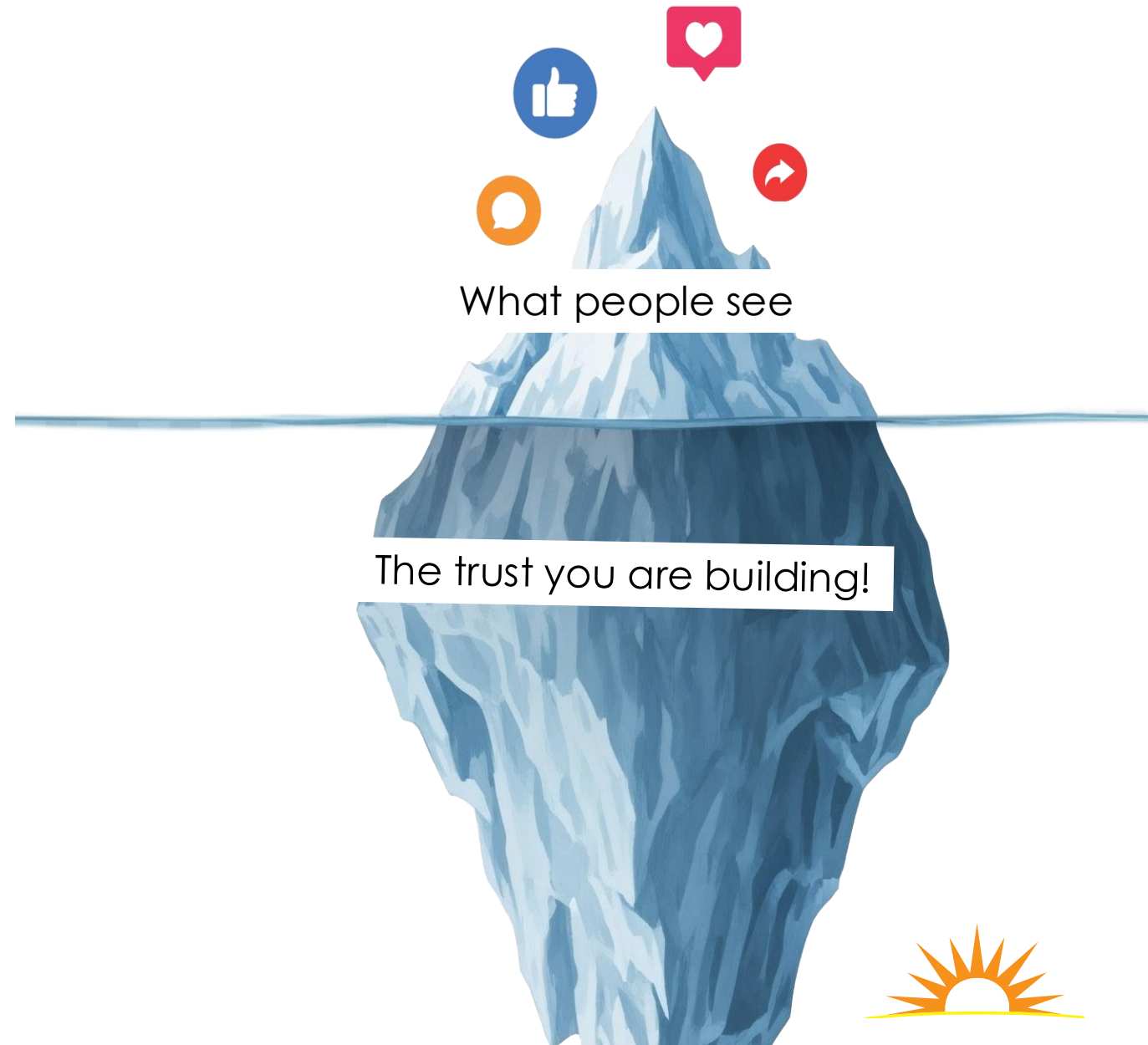


Beyond the Post: Building Trust Through Municipal Social Media

Lynne Martzall, Executive Director
City of Coral Springs, Florida



**Successful municipal social media is
not measured by going viral.
It's measured by building trust!**



What people see

The trust you are building!



A PREMIER COMMUNITY DOESN'T JUST HAPPEN!

Don't Always Chase the Algorithm

Ask yourself, what do our residents and business need? What is a priority?



Resident Needs

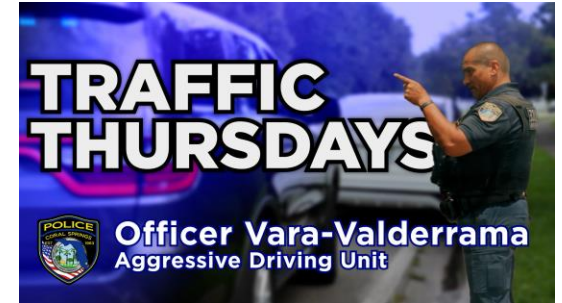
Emergency Updates
information

Day-to-Day
Operations

Civic Engagement
& Transparency



Strategic Priorities



Campaign

Define the purpose
and goal.

Know your audience.

Listen to your
community.

Time to Change the Narrative



TAPinto Coral Springs

July 15 at 8:00 AM · 🌐

Coral Springs is moving ahead with plans for a revan



TAPinto Coral Springs

at 12:00 PM · 🌐

ral Springs' 20 district-run schools are projected to fall below Broward's enrollment within five years as the district restarts its latest schoo... [See more](#)



Coral Springs Talk

July 14 at 6:32 PM · ⚙️

Coral Springs' newly adopted fee schedule is drawing opposition from a youth sports leader concerned that higher city charges will be passed on to families already stru... [See more](#)



CORALSPRINGSTALK.COM

Coral Springs Youth Sports Advocate Fights Increase in Player Fees - Coral Springs Talk

👍👎❤️ 20

8 comments 3 shares

👍 Like

💬 Comment

🔗 Share

👍👎❤️ 82

8 comments 3 shares

👍 Like

💬 Comment

🔗 Share



68 comments 12 shares

👍👎❤️ 15

1 comment 1 share

👍 Like

💬 Comment

🔗 Share



Rumor Has It!



One Campaign Multiple Touchpoints

CoralSprings.gov/Rumors

Topics

- Business Development & Downtown
- Projects and Planning
- Public Art Funding
- Public Safety
- Schools and Education
- Environmental and Sustainability
- Parks and Recreation

Home / Government / Departments / Communications and Marketing / Rumors and Hot Topics

Rumors and Hot Topics

Heard a rumor or a question making the rounds in Coral Springs? Share it with us! We'll post the facts on our Rumor Has It page.

Welcome to the... would like staff...
To submit a se...

Your Name *

First Name Last Name

Your E-mail Address * Contact Number

ex: myname@example.com ###-###-####

Add the best number to contact you.

Rumor or hot topic you heard *

Type here...

If this is a customer service issue or a question about city services, please also use our [My Coral Springs](#) application.

[View current rumors and hot topics.](#)

☐ I certify that I am over the age of 18, and I understand that by submitting this form, the information provided is considered a public record, pursuant to...

Rumor: Th...
Rumor: Th...
Rumor: Th...
Rumor: Th...
Rumor: Th...

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Rumor Has It *In Motion*



Coral Springs Neighbors and Friends

Eleanor Schnell · July 7 at 11:57 PM · 🌐

🔔 ATTENTION CORAL SPRINGS FAMILIES & YOUTH SPORTS SUPPORTERS 🔔

I'm reaching out because I am deeply concerned about a proposed increase to the City of Coral Springs Parks & Recreation participation fee.

The fee is proposed to increase from **\$14 to \$50** per every sports league that uses the City's Parks & Rec.

I'm trying to understand **why such a significant increase** were considered.

Many Coral Springs families are already struggling with sports fees makes it harder for children to participate, build character, teach teamwork, and keep them engaged on the streets.

Our recreational leagues are more than just sports—they build friendships, promote healthy lifestyles, and strengthen the community.

If you believe these fees deserve further discussion, please reach out to **city officials** to hear the voices of the families who will be affected.

This is the beginning of a grassroots effort, and we need your support, volunteers, and community members to get involved.

Please contact me:

Eleanor Schnell

📞 954-501-4985

Together, we can ask questions, seek answers, and voice our concerns for every Coral Springs family.

Please share this post so we can reach as many Coral Springs families as possible.

If your goal is to maximize engagement on Facebook while still keeping it factual and respectful.



Coral Springs, Florida Government · 2w

Hi, we are jumping in here. The city periodically reviews administrative and user fees to ensure they more accurately reflect the cost of providing services. Parks and Recreation costs were part of a review that examined fees across multiple departments, including Building, Fire, Engineering, and Development Services. The most recent adopted citywide fees were effective July 1, 2026, as recommended by city staff and approved by the city commission. The majority of fees only increased by the Consumer Price Index (CPI, 2.8%) based on the city resolution that allows us to increase user fees by CPI annually. These changes are unrelated to the proposed Property Tax Amendment.

Certain Parks fees were adjusted to align with the city's Sports Policy (Parks and Recreation is in the process of updating the Sports Policy with the support of an independent consultant). Cost recovery via fees varies by program, and averages to recover less than 5 percent of the actual costs to maintain the courts, fields or facilities needed for that sport. The revised fee structure was developed after conducting research on comparable municipal recreation programs.

Parks and Recreation fees help offset a portion of the costs associated with maintaining fields and facilities, supporting recreation programs, and providing quality amenities for participants and their families. The city's general fund continues to subsidize most recreational amenities because they provide broader community benefits. The city remains committed to providing affordable, high-quality recreational opportunities for Coral Springs families while balancing the cost of delivering these services responsibly.

If you have any other questions, please feel free to DM us. Thank you

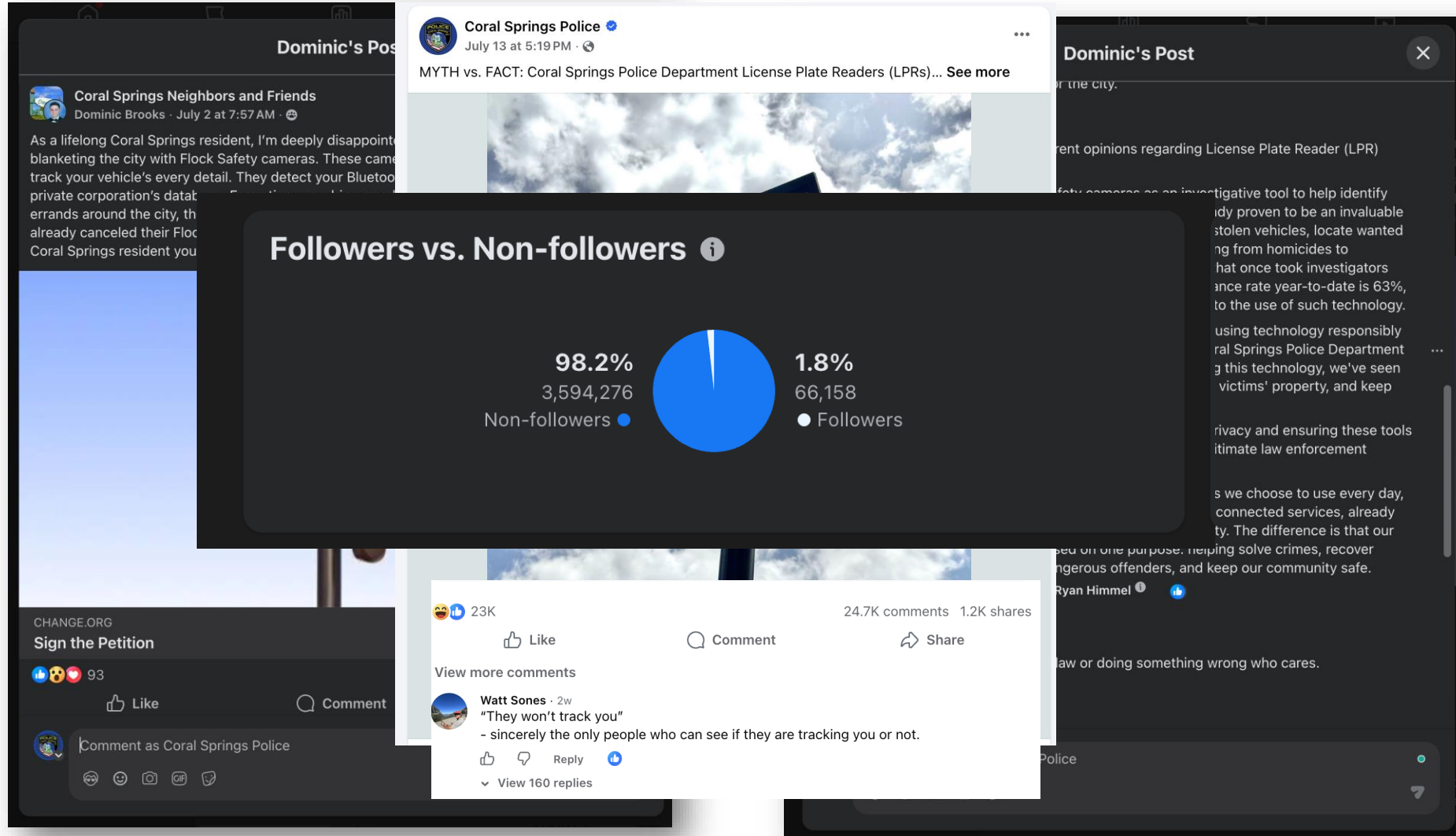


Reply

Commented on by **Paula Andrea**



Rumor Has It *In Motion*



What about comments?

Confusion



Clarity



Frustration



Context



Misinformation



Facts



Constructive Feedback



Accept, acknowledge



Communication isn't about getting the last word!



Contact Us on LinkedIn



Lynne Martzall



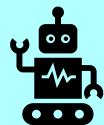
Paula Rubiano



FLC 2026 ANNUAL CONFERENCE

BEYOND THE POST SOCIAL MEDIA FOR CITIES

Randy D. Mora, Esq., B.C.S.
Trask Daigneault LLP
Randy@cityattorneys.legal



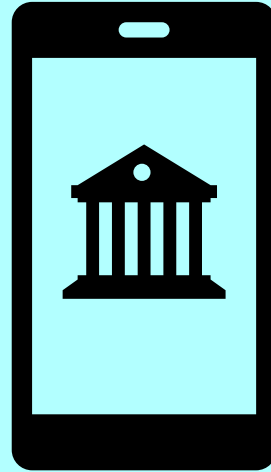
This presentation was created with the assistance of AI tools



Ethics & Social Media

A public office is a public trust. The people shall have the right to secure and sustain that trust against abuse.

Article II, Section 8 – Fla. Const.

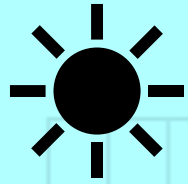


If the public trust is the currency we trade on, we need to consider how our actions contribute to and withdraw from that trust.

Social Media Legal Concerns



PUBLIC RECORDS



SUNSHINE LAW



CIVIL EXPOSURE & CONSTITUTIONAL CLAIMS

SOCIAL MEDIA & PUBLIC RECORDS



PUBLIC RECORDS

“Public records” means all documents . . . regardless of the physical form

Section 119.011 (12), Fla. Stat.

As each agency increases its use of and dependence on electronic recordkeeping, each agency must provide reasonable public access to records electronically maintained and must ensure that exempt or confidential records are not disclosed except as otherwise permitted by law.

Section 119.01 (2) (a), Fla. Stat., General State Policy on Public Records

“[A]ny material prepared in connection with official agency business which is intended to perpetuate, communicate, or formalize knowledge of some type.”

Shevin v. Byron, Harless, Schaffer, Reid & Assoc., Inc., 379 So.2d 633 (Fla. 1980)

“[i]f the ‘tweets’ the public official is sending are public records, then a list of blocked accounts, prepared in connection with those public records ‘tweets,’ could well be determined by a court to be a public record.”

Inf. Op. to Nicole Shalley, Gainesville City Attorney, June 1, 2016

PUBLIC RECORDS: CUSTODIAL INQUIRIES



- Are you the records custodian? Who has access?
- Static vs. Dynamic Records
- Linking & Posting to External Content

PUBLIC RECORDS

RETENTION & SOCIAL MEDIA

*“There is no single retention period that applies to all electronic messages or communications . . . **Retention periods are determined by the content, nature, and purpose of records**, and are set based on their legal, fiscal, administrative, and historical values, regardless of the format in which they reside or the method by which they are transmitted.”*

General Records Schedule GS1-SL for State and Local Government Agencies

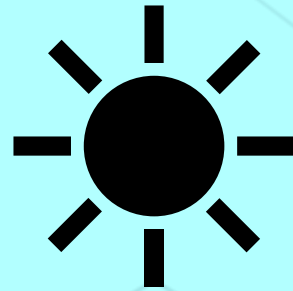
RETENTION CONSIDERATIONS

Learn the Utility of Your Chosen Devices & Platforms

Consider Internal Preservation Methods vs. Third Party Vendors

Screen captures, screen recordings, account activity downloads, archiving

SOCIAL MEDIA & SUNSHINE LAW



SOCIAL MEDIA & SUNSHINE LAW

All meetings of any board or commission of any . . . municipal corporation . . . at which official acts are to be taken are declared to be public meetings open to the public at all times. . . .

286.011, Fla. Stat.

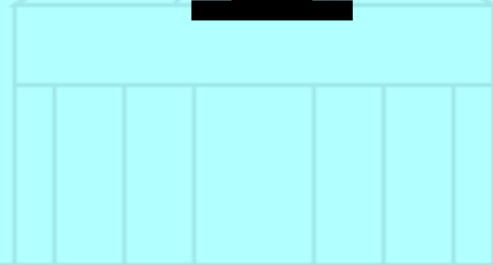
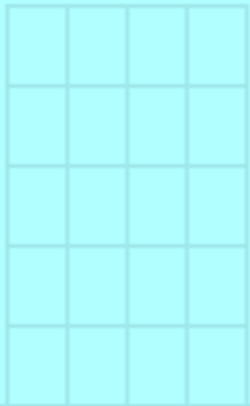
The Sunshine Law is to be construed “so as to frustrate all evasive devices”

Town of Palm Beach v. Gradison, 296 So. 2d 473, 477 (Fla. 1974)

Members of an advisory committee created to make recommendations to a superintendent on school attendance boundaries violated the Sunshine Law when they exchange private electronic communications via emails and Facebook messages relating to committee business.

Linares v. Sch. Bd. of Pasco Cnty., 253 So. 3d 1253 (Fla. 2d DCA 2018)

CIVIL LIABILITY AND CONSTITUTIONAL CLAIMS



Evolving Caselaw

Social Media & Constitutional Fora

- ***Davison v. Plowman*, 247 F. Supp. 3d 767 (E.D. Va. 2017)**
 - Davison blocked by County Attorney's social media page and had off-topic comments deleted. Public Forum Analysis – limited public forum with moderation permissible if they are viewpoint neutral and reasonably related to the forum's purpose. Court allowed deletion where Plaintiff admitted comments did not engage with Defendant's post and sought to hijack discourse. Case suggests a broad prohibition against banning users from access to or commenting on a public official's social media page, where the page is used for public purposes..

A Fact Intensive Analysis

- ***Morgan v. Bevin*, 298 F. Supp. 3d 1003 (E.D. Ky. 2018)**
 - A governor's social media posts were personal speech, as he was speaking on his own behalf, even if as governor. Court found governor's social media pages were government speech and that Plaintiff did not have a right to be heard by him through social media.

Evolving Caselaw

Knight First Amendment Institute at Columbia University v. Trump, 928 F.3d 226, 240 (2d Cir. 2019), *reh'g denied*, 963 F.3d 216 (2020); ***Biden v. Knight***, 141 S.Ct. 1220 (2021) (vacated and remanded to dismiss as moot)

- Social media is entitled to the same First Amendment protections as other forms of media.
- The best response to disfavored speech on matters of public concern is more speech, not less. See also *Manhattan Cmty. Access Corp. v. Halleck*, 139 S.Ct. 1921 (2019); *Attwood v. Clemons*, 818 Fed. Appx. 863 (11th Cir. 2020); *Davison v. Randall*, 912 F.3d 666 (4th Cir. 2019).

Evolving Caselaw

Lindke v. Freed, 601 U.S. 187 (2024)

Facts

- City manager posted personal updates to his page but also posted about city business, and occasionally deleted comments he disliked. Trial and appellate courts ruled in his favor.

Ruling

- Freed was still a private citizen with a right to exercise personal free speech on his personal accounts. An act is not attributable to the government unless traceable to the government's power or authority — a statute, ordinance, regulation, custom, or usage.

Rationale

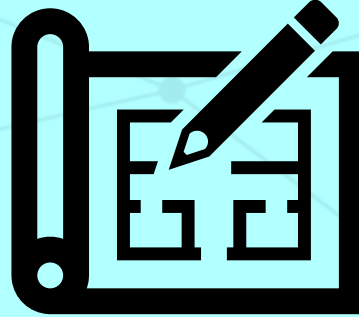
- **Test:** A public official who prevents someone from commenting on the official's page may violate free speech rights if the official both
 - (1) possessed actual authority to speak on the government's behalf on a particular matter, and
 - (2) purported to exercise that authority when speaking on their social media page.
- **Analysis:**
 - Mixed use requires a fact-intensive analysis of the account, posts, content, and circumstances.
 - Suggested disclaimer: "this is a personal page and the views expressed are strictly my own."

Have A Plan & A Policy

Intranet vs. Public Facing

Considerations

- Scope
- Oversight Authority
- Content Provider Responsibility / Know Individual Roles
- Training
- Intellectual Property Concerns / Use of Copyrighted Material
- Public Records Retention
- Process For Adoption of New Tech & Platforms
- Disclaimers





THANK YOU

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