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**COUNCIL ADMINISTRATIVE, PERSONNEL,  
& COMMUNITY RELATIONS COMMITTEE**

**MEETING NOTICE AND AGENDA**

**Monday, January 31, 2011 - 5:30 p.m.**

Rockledge City Hall, 1600 Huntington Lane, Rockledge Florida 32955

**Councilwoman Stuart, Chair; Mayor Schultz, Councilmembers Smith & Prosser**

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1. CALL TO ORDER
2. UNFINISHED BUSINESS – None
3. NEW BUSINESS
  - A. Discussion: Social Media Policy
  - B. Discussion: Rental Rates for Facilities
4. ADJOURN

## City of Rockledge

### Social Media Policy

#### I. Purpose

The City desires to reach and communicate with a broader audience to further the goals of the City and the missions of its departments where appropriate.

The City has an interest and expectation in deciding what is “spoken” on behalf of the City on social media sites. This Policy establishes guidelines for the use of social media and is intended to apply to social media sites including, but not limited to, Facebook, Twitter, LinkedIn, and other similar websites, blogging and other internet based media sites.

#### II. Authorization Required

All City social media sites shall require approval by the City Manager or the City Manager’s designee before a City account may be created. Such approval shall be based on whether such site furthers the City’s purposes as set forth in Paragraphs I and III of this Policy.

#### III. City Website

The City’s website ([www.cityofrockledge.org](http://www.cityofrockledge.org)) shall remain the City’s primary and predominant internet presence.

The best, most appropriate City uses of social media tools fall generally into two categories:

- A. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
- B. As marketing or promotional channels that increase the City’s ability to broadcast its messages to the widest audience possible.

#### IV. Set up of City Social Media Websites

- A. The City Clerk, with assistance from the Computer Specialist (IT), shall set up the City’s main administration account for the authorized social media site using a City email address.
- B. The City Clerk and/or IT shall ensure that content posted to City social media sites will also be available on the City’s website, to the fullest extent possible.

The City Clerk and/or IT shall ensure that content posted by the City to its social media sites contains links directing users back to the City’s website for in-depth information, forms, documents or online services necessary to conduct business with the City, to the fullest extent possible.

## DRAFT DOCUMENT

- C. The City Clerk and/or IT shall review and approve content that is intended to be posted to any City social media site and determine whether such content is appropriate for posting on such social media site. Employees may not post comments to a City social media site without prior authorization from the City Clerk and/or IT.

IT shall determine whether the social media site allows the City to turn off the comments or posts feature. If such feature cannot be turned off, the City reserves the right to (1) reject the social media site for use by the City; or (2) terminate the use of any previously approved City social media site at any time; or (3) edit or remove inappropriate content as set forth Paragraph V B of this Policy.

- D. The following statement shall be prominently displayed on all City social media websites:

**IMPORTANT NOTICE UNDER FLORIDA'S PUBLIC RECORDS LAW:**

Please be aware that under Chapter 119, Florida Statutes, every response and submission to this website is a public record and may be posted for as long as the website administrator allows for such item to remain posted. If any submission is removed by the City as allowed by any City policy, please be advised that all of such removed submissions will be stored by the City offline and will be considered a public record available for inspection to the extent allowed by Chapter 119, Florida Statutes. Requests for public records may not be made via this site but must be directed to the City Clerk.

**V. Use of City Social Media Websites**

- A. No employee may access a City social media site for the purpose of posting any content to such site without the prior written approval of the City Clerk. Employees desiring to access City social media sites shall read and sign the *Employee Agreement for Use of Social Media* form ("Form") and submit the form to the City Clerk before the employee is allowed access. A copy of the Form shall be maintained in the employee's personnel file.
- B. If a City social media site allows comments or posts by third parties, the City may terminate the City social media site at any time. If the City desires to continue the use of the social media site, the City reserves the right to edit or remove any inappropriate content posted to the site. The City also reserves the right to turn off the ability of third parties to post or comment, in its discretion. The City does not intend to create a public forum, but to maintain a forum related to topics posted by the City, with language appropriate for its citizens (including minors). Inappropriate content includes:
1. Comments not related to a topic posted by the City;
  2. Profane language or content;