

RESOLUTION NO. 2021-07

A RESOLUTION OF THE CHILDREN'S SERVICES COUNCIL OF LEON COUNTY ADOPTING A POLICY ON SOCIAL MEDIA USE; AND PROVIDING AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CHILDREN'S SERVICES COUNCIL OF LEON COUNTY AS FOLLOWS:

SECTION 1. AUTHORITY. This Resolution of the Children's Services Council of Leon County ("CSC Leon") is adopted pursuant to Ordinance No. 2018-13 adopted by the Board of County Commissioners of Leon County, Florida on June 19, 2018, as approved by the electorate of Leon County at the general election conducted on November 3, 2020, section 125.901, Florida Statutes, chapter 189, Florida Statutes, and other applicable provisions of law.

SECTION 2. FINDINGS. It is hereby ascertained, determined and declared as follows:

(A) The Governing Council of CSC Leon (the "Governing Council") recognizes the popularity of, and the inexpensive and effective method of communication offered by, the use of various social media platforms including but not limited to FaceBook, YouTube, LinkedIn, Instagram, NextDoor and Twitter (collectively, "Social Media") by and among Governing Council members, CSC Leon staff and employees, and the public.

(B) The Governing Council further recognizes the important role Social Media can play in promoting public awareness and fostering community engagement in CSC Leon meetings, events, programs and services.

(C) The Governing Council has determined that adopting a policy regarding use of Social Media will provide greater efficiency in government by outlining procedures and expectations regarding its use of and presence on Social Media.

SECTION 3. SECTION 3. SOCIAL MEDIA POLICY. The Governing Council hereby approves and adopts the social media policy attached hereto as Appendix A. Such policy shall be implemented on the effective date of this Resolution.

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SECTION 4. EFFECTIVE DATE. This Resolution shall take effect immediately upon its adoption.

DULY ADOPTED this 21st day of October, 2021.

**CHILDREN'S SERVICES COUNCIL
OF LEON COUNTY**

By: 
Chair

ATTEST:


Interim Administrator

APPENDIX A

CHILDREN'S SERVICES COUNCIL OF LEON COUNTY POLICY ON SOCIAL MEDIA USE

1.1 PURPOSE

The Children's Services Council of Leon County (CSC Leon) 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 residents, visitors, businesses and the media. CSC Leon uses social media as limited public forums to increase public awareness of and support for the organization's policies, programs, services, accomplishments, events, and news.

The Governing Council and staff have an overriding interest in coordinating what is communicated on council-owned and operated social media channels to maintain consistency in tone, quality and information across platforms and departments.

This policy establishes guidelines for the use, administration, management, monitoring and retention of social media and social media content consistent with federal, state and local laws and regulations.

1.2 SCOPE

These procedures, and its provisions, apply to and serve as a guide to all CSC Leon employees and contracted entities that distribute information on behalf of CSC Leon while engaging in any social media activities. This includes, but is not limited to, full and part-time employees, appointed officials, contractors, interns and volunteers who access or contribute content.

This policy also applies to members of the public who comment or otherwise interact with CSC Leon through its social media sites.

1.3 DEFINITIONS

- A. **Social Media:** various forms of user-created content tools such as social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. This includes, but is not limited to: picture and video sharing, wall postings, direct or instant messaging, and music sharing. Examples of social media applications include, but are not limited to: Facebook and Nextdoor (social networking); YouTube and SnapChat (social networking and video sharing); Instagram, Flickr and Pinterest (photo sharing); Twitter and Reddit (social networking and microblogging); Google+ and Yahoo Groups (reference, social networking); Wikipedia (reference); Skype and WhatsApp (instant messaging and webcam chat); LinkedIn (business networking); and news media comment sharing/blogging sites that allow for user engagement. This policy covers all social media tools, both current and future.

- B. **Social Networking**: the practice of expanding one’s business and/or social contacts by making connections using a range of social media tools including blogs, video, images, tagging, lists of friends, forums, and messaging that use the Internet to promote such connections through Web-based groups established for that purpose.
- C. **Social Media Account**: any registration, login credential, tool, forum, network page or profile that is created or maintained by an employee or entity on behalf of CSC Leon for the purpose of establishing or perpetuating a social media presence.
- D. **Authorized User**: any employee or entity who has been approved by the Executive Director to establish, create, edit, or maintain any social media account, and the posts it may contain, in the transaction of official business of CSC Leon.
- E. **Post**: any text, message, picture, graphic, image, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant 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.

1.4 POLICY

Due to social media sites containing information that represents or appears to represent views of the organization regarding policy, funding or other matters of council business that could affect council members, the Executive Director or designee has oversight on all CSC-owned social media sites.

- A. Staff seeking to establish, use or maintain a social media site on behalf of CSC Leon must obtain formal, written approval from the Executive Director or designee.
- B. Personal e-mail addresses or phone numbers shall not be used when setting up or maintaining CSC-owned social media sites. A social media site user ID and password may only be given to an employee, agent, volunteer, or contractor who has been authorized to use that social media site.
- C. CSC-owned social media sites that allow comments are established as **limited public forums**.
 1. Comments by the general public on CSC-owned social media posts will be permitted, documented for public record purposes and closely monitored for compliance with the CSC Leon **Social Media Terms of Use Agreement** (Attachment 1).
 2. Any comment that violates the **Social Media Terms of Use Agreement** should be documented for records retention and then deleted from public view. The comment maker should then be notified that he or she has violated the **Social**

Media Terms of Use Agreement (Attachment 1), specifying any and all terms that were violated.

3. Under no circumstances are Authorized Users permitted to block members of the public from the limited public forum.
- D. To meet its purpose, CSC Leon social media sites may contain links to other social media sites or websites that are not owned, regularly reviewed, or controlled by CSC Leon. Also, members of the public or other entities may “tag” or link CSC Leon social media accounts to posts. If CSC Leon is tagged inappropriately, authorized users may remove the tag. However, the record must be maintained in the social media site’s archive.
1. The provision of direct links should not be construed as an endorsement or sponsorship of these external sites, their content, or their hosts. CSC Leon specifically disavows legal responsibility for what a user may find on another site. The views and opinions of the authors of documents published on or linked to CSC Leon social media accounts do not necessarily state or reflect the opinion, policy or position of the Governing Council. CSC Leon is not responsible for the content, quality, accuracy or completeness of any offsite materials referenced by or linked through CSC Leon social media accounts. By using CSC Leon social networking sites, the user acknowledges and accepts the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user and that CSC Leon is not responsible for any materials stored on other social networking sites or websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other social networking sites or websites.
 2. CSC Leon does not endorse any content, viewpoint, products or services 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 such information. CSC Leon does not warrant the accuracy or reliability of or endorse any products or service providers listed or linked to its site.
- E. All published content is persistent in the public domain. CSC Leon is responsible for all content published by Authorized Users on behalf of the organization. When speaking on behalf of CSC Leon, it should be assumed that all communications are in the public domain and available for publishing and discussion in all forms of media.
1. A list of current social media sites owned by CSC Leon is found on Attachment 2.
- F. All employees should understand the perception of their CSC Leon association on social media. If one identifies as a CSC Leon employee or has a public facing position for which their association is known to the general public, efforts to ensure one’s profile and related content (even if it is personal and not an official nature) is consistent with how one would

want to present oneself as a CSC Leon professional, appropriate with the public trust associated with the position, and conforming to existing standards that already exist in CSC Leon policies.

1. Violations of CSC Leon Personnel Policy occurring from social media activity may result in disciplinary actions.
- G. Council Members may create, manage, administer, or communicate news and their own views and opinions regarding CSC Leon business through their own social media activities, but must ensure that they do not hold out such views as representative of CSC Leon as a whole.
1. Council Members must follow applicable State of Florida laws, including public record and sunshine laws. CSC Leon does not maintain the archive for Council Members' use of social media. This responsibility falls to the Council Member. However, each Council Member will be provided a CSC Leon email address that may be used for the storage of CSC Leon related communications, including screen shots of social media posts and interactions.
 2. The following recommendations are offered to Council Members:
 - a. Post content as desired.
 - b. Follow the general content guidelines as outlined previously for CSC-owned social media accounts.
 - c. Re-post, share and re-tweet applicable posts from CSC-owned social media accounts and like and follow CSC Leon accounts.
 - d. Do not like or follow from campaign accounts.
 - e. Comply with all applicable law regarding social media use for candidates running for election or re-election.

1.5 PROCEDURE

- A. All CSC-owned social media sites **WILL**:
1. Include an introductory statement that clearly specifies the purpose and topical scope of the social media presence.
 2. Use approved/official CSC Leon logos and images for branding the site.
 3. List the CSC Leon website, e-mail address and/or telephone number for contact purposes, where applicable.

4. Conspicuously post or link to the CSC Leon **Social Media Terms of Use Agreement** (Attachment 1).
5. Post official CSC Leon information, resources, news, events and marketing materials.
6. Ensure all content posted by Authorized Users represents CSC Leon’s point of view and not those of individual employees.
7. Respect copyright, trademark, fair use and financial disclosure laws, including the protection of sensitive and personally identifiable information.
 - a. Do not use third party content without permission.
8. Engage with members of the public in a warm, professional tone to convey clear messages at all times.
 - a. While the use of AP style is preferred, it is recognized that social media is a more casual forum and deviance from AP style is permitted.
 - b. Use of emojis should be limited to those that are in context with the message. When in doubt, leave it out.
 - c. Use of profanity and/or inflammatory language is strictly prohibited.
9. Ensure implementation and use complies with applicable mandates, including, but not limited to accessibility guidelines contained in Section 508 of the Rehabilitation Act of 1973, public records provisions contained in Chapter 119 Florida Statutes, and any other applicable Federal, State or local law.
 - a. Alternative-text, or “alt-tags” must be entered for all, non-decorative images on social media sites.
 - b. Captions must be made available for all videos within 72 hours of publishing on a social media site.
 - c. CSC Leon will maintain an archive of all social media activity by Authorized Users on CSC-owned social media sites in the event of a public records request.

B. CSC-owned social media sites will **NOT**:

1. Communicate political advertisements or electioneering communications concerning an issue, referendum, or other matters that may be subject to the vote of the electors, except for electioneering communications limited to solely factual information in accordance with section 106.113, Florida Statutes.

2. Advertise or promote third party businesses or organizations unless the entity is an official sponsor or partner for a CSC Leon approved function or initiative.
 3. Use profanity and/or inflammatory language under any circumstances.
 4. Disclose or report on conversations that are meant to be pre-decisional or internal to CSC Leon unless management has authorized the release of such information.
 5. Communicate irrelevant, impertinent or slanderous information.
- C. The Executive Director or designee has the following responsibilities:
1. Provide Authorized Users access and log in information specific to their role and the social media sites and tools authorized for use.
 2. Determine an email address to serve as the official e-mail account for all approved social media sites.
 3. Review all login credentials to social media accounts to ensure compliance with password strength requirements and compliance with established Information and Technology practices and industry best practices relating to information systems security.
 4. Retain a login credential database for social media accounts, to provide for control and continuity of operations.
 5. Perform an annual evaluation of the City's social media presence in collaboration with all Authorized Users to determine if additional social media sites are necessary based on perceived potential value, function, opportunity and relation to marketing strategies or if one should be discontinued.
 6. Host periodic training for Authorized Users and Council Members, as needed.
- D. The General Counsel has the following responsibilities:
1. Review and approve any changes or additions to the CSC Leon **Social Media Terms of Use Agreement** (Attachment 1), as requested.
 2. Render opinions on matters regarding disclaimers, terms of use, and privacy concerns as they arise.
 3. Provide opinions on matters of public records.
- E. CSC Leon may utilize the services of a reputable third-party system to capture all relevant posts, comments and interactions.

1. Accounts that are archived including all CSC-owned social media sites by department but does not include the personal sites of Council Members. Future accounts may be added at any time.
2. Social media accounts are by definition searchable history feeds, but archiving is necessary to maintain records of removed content, edited content and direct messages.

1.5 EFFECTIVE DATE

This policy is effective as of October 21, 2021.

Attachment 1:

CSC Leon
Social Media Terms of Use Agreement

All social media platforms used by CSC Leon are designated as Limited Public Forums. We welcome a person's right to express his/her/their opinion and encourages posters to keep comments relevant to the topic in question. By posting or commenting on any social media platform used by CSC Leon, you participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein. Your participation constitutes acceptance of the terms of use described here in this policy.

- A. All comments are subject to public records law. Keep your comments clean and appropriate. Inappropriate comments, comments not related to the purpose of the page or comments not related to the specific post are subject to deletion by the administrator of this account. If you don't comply with the posting guidelines as listed below, an administrator will contact you and your message will be removed.
- B. While this forum is closely monitored, it is not to be used as a reporting mechanism for emergency situations or time-sensitive issues.
- C. CSC Leon reserves the right to remove posts containing inappropriate materials that includes, but is not limited to:
 - 1. Comments not related to the original topic, including random or unintelligible comments;
 - 2. Graphic, obscene or explicit comments or submissions nor any comments that are abusive, threatening, hateful or intended to threaten or defame anyone or any organization or comments that suggest or encourage illegal activity or violence;
 - 3. Content that promotes, fosters or perpetuates 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, gender identity or sexual orientation.
 - 4. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - 5. Solicitation of commerce, including but not limited to advertising of any business or product for sale. This includes other online pages or organizations asking for donations, excluding other local government partners.
 - 6. Information that may compromise the safety or security of the public or public systems, including comments which may reasonably interfere with, inhibit, or

compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers;

7. Content that violates a copyright, trademark or other legal ownership interest of any other party;
8. Harassment or content which constitutes and/or facilitates stalking;
9. Repetitive content. Repeated posting of identical or very similar content in a counterproductive manner;
10. Links to or references to commercial websites, spam or any third-party website unless posted by authorized users for links to partnered/sponsored organizations, confirmed governmental agencies or other legitimate organizations as CSC Leon deems appropriate.

Should you have any questions in regards to items contained herein this Terms of Use, please contact CSC Leon at 850-764-2966.

Pursuant to section 668.6076, Florida Statutes: Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to us. Instead, contact our office by phone or in person.

Attachment 2:

**List of current social media sites
owned by CSC Leon**

The list below is current as of September 1, 2021.

Facebook: <https://www.facebook.com/cscleoncounty/>

Twitter: <https://twitter.com/cscleoncounty>

Instagram: <https://www.instagram.com/cscleoncounty/>

LinkedIn: <https://www.linkedin.com/company/cscleoncounty>

YouTube: <https://www.youtube.com/channel/UCc74A9evhLxbHlrH63-clbQ>