

RESOLUTION NO. 2022- 2887

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AMENDING THE SOCIAL MEDIA POLICY FOR THE TOWN; PROVIDING FOR IMPLEMENTATION AND AUTHORIZATION; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on February 12, 2019, the Town of Surfside (“Town”) adopted Resolution No. 2019-2564, adopting a Social Media and Media Inquiry Policy for the Town (the “Social Media Policy”); and

WHEREAS, the Town Commission desires to amend the Social Media Policy, in substantially the form attached hereto as Exhibit “A,” in order to revise and update the use, administration, and retention of the Town’s content on social media sites; and

WHEREAS, the Town Commission further desires to authorize the Community Services and Public Communications Director and the Police Chief to establish additional administrative procedures, as needed, for the use of social media sites as approved by the Town Manager; and

WHEREAS, the Town Commission desires to adopt the amended Social Media Policy and finds that it is in the best interests of the Town and necessary for the proper conduct of the Town and dissemination of information.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AS FOLLOWS:

Section 1. Recitals. The above-stated recitals are true and correct and are incorporated herein by this reference.

Section 2. Adoption and Approval of Social Media Policy. The Social Media Policy, in substantially the form attached hereto as Exhibit “A,” is hereby adopted and approved, subject to any changes as may be directed and approved by the Town Manager and Town Attorney.

Section 3. Implementation; Authorization. That the Town Manager and Town Officials are hereby authorized to take any and all actions which are necessary to implement the Social

Media Policy and the purposes of this Resolution. The Community Services and Public Communications Director and Police Chief are authorized to establish additional administrative procedures, as needed, for the use of social media sites, as approved by the Town Manager.

Section 4. Effective Date. This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED this 14th day of June, 2022.

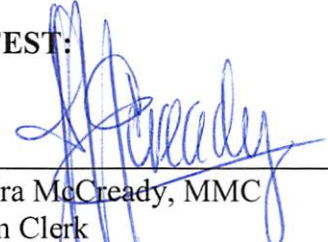
Motion By: Vice Mayor Rose
Second By: Commissioner Meischeid

FINAL VOTE ON ADOPTION:

Commissioner Fred Landsman	<u>Yes</u>
Commissioner Marianne Meischeid	<u>Yes</u>
Commissioner Nelly Velasquez	<u>Absent</u>
Vice Mayor Jeffrey Rose	<u>Yes</u>
Mayor Shlomo Danzinger	<u>Yes</u>




Shlomo Danzinger, Mayor

ATTEST:


Sandra McCready, MMC
Town Clerk

**APPROVED AS TO FORM AND LEGALITY FOR THE USE
AND BENEFIT OF THE TOWN OF SURFSIDE ONLY:**



Weiss Serota Helfman Cole & Bierman, P.L.
Town Attorney



Social Media Policy for the Town of Surfside

Purpose and Scope

The Social Media Policy ("Policy") for the Town of Surfside establishes general standards and responsibilities with respect to the official use of social media channels for the dissemination of important Town-related information to residents and the general public.

Social Media: Sites and Accounts

The Town of Surfside will maintains official pages or accounts (each an "Official Account") on third-party websites (each a "Social Media Site") in order to disseminate Town-related information to residents and the general public. The Community Services and Public Communications Director is responsible for maintaining a current list of the Town's Official Accounts and the corresponding Social Media Sites hosting each Official Account.

The Town's social media presence should be limited to one Official Account per each Social Media Site (the "Town of Surfside Official Accounts"). For example, the Parks & Recreation Department for Surfside should not have a Facebook page that is separate from the Town. Instead, the Town's Facebook page should, when appropriate, incorporate information pertaining to Parks & Recreation. By doing so, important public information becomes more organized and residents know where to find such information, thus eliminating any layer of confusion or public misinformation.

Notwithstanding the above, the Police Department is permitted to maintain Official Accounts (the "Police Department Official Accounts") in addition to the Town of Surfside Official Accounts. This is deemed operationally essential, due to the frequency of information posted, the unique nature of the information disseminated, and the necessity to have emergency information released immediately for public safety. It is also an industry standard across Miami-Dade, Broward and Palm Beach Counties for Police Departments to maintain their own social media platforms as an indispensable means of communication to the public.

Ownership and Public Records

All social media communications messages that are composed, sent or received on the Town of Surfside Official Accounts and the Police Department Official Accounts are the property of the Town of Surfside and subject to public records laws. The Town of Surfside reserves the right not to publish any posting or to later remove it if the comments violate the guidelines enumerated in the Policy.

Town Commission Conduct

It is advisable that Town Commission strictly follow the state and Miami-Dade County ethics law codified in Chapter 112, Part III of the Florida Statutes and Section 2-11.1 of the Miami-Dade County Code and also comply with Florida's Sunshine Law and Public Records Law.

- Commission members must not communicate amongst themselves in a social media exchange or discussion regarding any matter that is before the board/commission for action or on any matter which foreseeably could be brought before the Commission for action.
- Commission members who use private social media platforms to communicate about Town business must follow the rules concerning the retention of public records.
- Commission members may not utilize the Town of Surfside Official Accounts or the Police Department Official Accounts for personal use, including posting personal content and/or opinions.
- Commission members should refrain from posting on social media in a manner that would suggest that they are representing the official position of the Town and Town government.
- In the event of an emergency, Town Commission may "share" posts of the Town of Surfside Official Accounts or the Police Department Official Accounts. It is not advisable to copy & paste a post or paraphrase content to ensure accuracy of information to public.

Conduct on Town Official Accounts

The Town's use of Social Media Sites is generally limited in to the dissemination of Town-related information on the Town's Official Accounts and the Police Department Official Accounts.

The Town recognizes and appreciates the rights of all members of our online community to free speech and freedom of expression. The Town's Official Accounts and the Police Department Official Accounts, as well as all comments posted, however, are regularly monitored by administrators. Although the Town's Official Accounts are monitored on a regular basis, individuals should NOT use the Town's Official Accounts to report emergency situations or time-sensitive issues.

The Town's Official Accounts are a limited public forum, which affords the Town the right to reject posts/comments or remove such posts/comments when they violate the following guidelines:

- Graphic, obscene or explicit comments or submissions are prohibited, as well as comments that are abusive, threatening, hateful, or intended to defame anyone or any organization, or comments that suggest or encourage illegal activity.
- 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 will not be tolerated.
- Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned prohibited content will not be tolerated.
- Content should be related to the subject matter of the social media site where it is posted.
- Solicitations or advertisements are prohibited. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, attempts to defame or defraud any person or financial, commercial or governmental agency are not permitted. Information intended to compromise the safety or security of the public or public systems is prohibited.

Other Considerations

- Participation is voluntary and taken at one's own risk. Those who decide to post maintain personal responsibility for their comments, their username and/or any information provided.
- All comments are subject to Florida's public records law.
- The appearance of external links on this site does not constitute official endorsement on behalf of the Town of Surfside.
- Individuals are subject to the Terms of Use of the Social Media Sites. Any user in violation of the Terms of Use will be reported. For more information, consult the Social Media Sites' website's Terms of Use directly – [Facebook](#), [Twitter](#), [Instagram](#), NextDoor.
- This Social Media Policy is subject to amendment or modification at any time. Social media sites are a public forum, any content posted is subject to public records retention and disclosure pursuant to Florida law. Opinions expressed by individuals and visitors to the Town's Official Accounts or the Police Department

Accounts do not necessarily reflect the opinions of the Town government.

Social Media Procedures

The Community Services and Public Communications Director and the Police Chief will establish procedures for the use of Social Media Platforms as approved administratively by the Town Manager.