Purpose

The City of Hollywood (the “City”) allows the use of social media to further the goals of the City and the missions of its departments/offices, where appropriate. Users and visitors to social media sites shall be notified that the intended purpose of the sites are to serve as a mechanism for communication between City departments/offices and members of the public. The City of Hollywood has an overriding interest and expectation in deciding what information/content is distributed on behalf of the City to social media sites managed by the City and maintained by the City’s “Authorized Users.” Authorized Users are defined as any City employee, volunteer, consultant, service provider, contractor and/or any other person who has been authorized by the City Manager or the City Manager’s designee to use social media sites and/or technology on behalf of the City.

The City also has a vested interest in City business, content directly or indirectly related to the City of Hollywood, opinions, comments, beliefs, internal matters and/or information related to the City or its employees that is published on social media networks by City employees or general public account holders.

Explanation

This policy is to educate employees on the potential implications of use of social media sites and to provide notice that certain social media activities have the potential to create risks and legal issues for the City, its employees or the general public, given the technical realities of the Internet and the present legal environment related to the Internet.

Management of Communication by Authorized Users and City Employees:

1. All social media platforms function at the mercy of an unreliable and easily penetrated Internet. Users should, under no circumstance, assume that content posted to City managed or personal social media sites are private. Content related to City business is subject to public records laws and discovery requests even if that information is contained on employee’s personal devices.
2. Due to the expansive audience you are reaching, Authorized Users are considered additional public spokespersons for their division, department and/or City and are therefore held to a higher standard of care when disseminating information on the City’s behalf. These Authorized Users will develop and disseminate content that is consistent with City values, accurate and sensitive to legal issues of defamation and privacy. Authorized Users are expected to adhere to best practices and to use common sense when using social media as authorized by the City Manager or City Manager’s designee.

3. In the personal use of social media, the City of Hollywood employees are held to a higher standard of care when referencing the City, City employees, employment with the City, City business and/or work-related content on personal social media networks or to accounts accessible to the general public. Endorsement of products or services of any kind by users who have identified themselves as City of Hollywood employees is prohibited. Unauthorized distribution of work-related product such as video, photos or documents is prohibited. Should an employee choose to develop and disseminate this type of content and should that content be deemed in violation of state or federal laws or the City’s policies, procedures, employment rules or regulations, the City reserves the right to discipline the employee up to and including termination.

4. Employees should have no expectation of privacy when using social network sites on City property, while using City owned or issued equipment or devices, or while using City Wi-Fi systems.

5. Employees should be aware that when they are using social media and are speaking as a public employee, first amendment free speech protections may not apply. Unless workplace speech is of public concern, the speech may not be protected and should be avoided. Additionally, in the event it is determined that the interests of the government in promoting efficient operations outweigh the interests of the employee in commenting on matters of public concern, the employee may be disciplined for such speech.
6. Content posted to City of Hollywood managed social media sites by a City of Hollywood employee, a City Authorized User, or a general public account holder may not contain:

a. Speech that is prohibited and/or subject to governmental regulations and includes, but may not be limited to communications that may be construed as lewd and obscene, profane, libelous, insulting, humiliating, abusive, hostile and/or considered fighting words;

b. Threats as they constitute intimidation;

c. Repeating, disseminating or sharing confidential information;

d. Stating, sharing or posting discriminatory comments that may be construed as creating a hostile or abusive working environment;

e. Comments not topically related to the particular social medium article being commented upon;

f. Comments in support of or opposition to political campaigns;

h. Non-City endorsed solicitations of commerce;

i. Conduct or encouragement of illegal activity;

j. Information that may tend to compromise the safety or security of the public or public systems; and

k. Content that violates a legal ownership interest of any other party.

7. All social media companies are driven to collect data and that data is sold on the open market to interested marketers and advertisers. By using social media sites,
Management of Communication by the General Public:

In addition to points mentioned above, the City of Hollywood also reserves the right to restrict and/or deny access to City-authorized social media sites for users who repeatedly violate the terms of this policy. Such restrictions may include: suspension, banning or blocking of a user account. An account holder may submit a written “Request for Reinstatement” after being restricted or denied access to City authorized social media sites to the City Manager or the City Manager’s designee. Requests for Reinstatement will be considered after suspension (Twitter only – 30 days); banning (180 days); blocking (one year). An account holder who submits a “Request for Reinstatement” and is subsequently deemed eligible for reinstatement must sign an “Agreement of Understanding” that the account holder has read, understands, and will comply with the City’s Social Media Policy. Any reinstated account holder who violates the City’s Social Media Policy will be permanently blocked without warning or additional communication from the City.

Procedure

1. The City of Hollywood social media sites can only be created under the authority of the City Manager’s designee, the Director of Communications, Marketing and Economic Development. Authorization for use of social media for City business must be obtained in advance as follows:

   a. Directors must conduct a needs assessment prior to submitting a request for the creation of or access to social media sites for City business. All requests must:

      i. Be in writing and accompanied by a needs assessment;
ii. Specify the names and job titles of all employees, volunteers, contractors, etc. deemed to be Authorized Users to have access to the social media site;

iii. Identify by name and title the individual(s) in the Office/Department who will supervise and actively monitor Authorized User(s) of the social media site(s) on a daily basis;

iv. Identify funding and include budgetary impact statement for the cost of operation and retention of records for social media site; and

v. Be submitted to the Office of Communications, Marketing and Economic Development for review and approval.

b. The City of Hollywood's website; www.Hollywoodfl.org, will remain the City's primary and predominant Internet presence.

c. The best, most appropriate uses of social media tools for the City of Hollywood fall generally into two categories:

i. As channels for disseminating time-sensitive information as quickly as possible, for example: emergency information; or

ii. As marketing/promotional channels that increase the City's ability to broadcast its messages to the widest possible audience.

d. Wherever possible, content posted to the City of Hollywood social media sites will also be available on the City's main website.

e. Wherever possible, content posted to the City of Hollywood social media sites should contain links directing users back to the City's official website.
for in-depth information, forms, documents or online services necessary to conduct business with the City of Hollywood.

f. As is the case for City of Hollywood’s website, the Office of Public Affairs will be responsible for the oversight of all City-managed social media sites with day-to-day content management provided by authorized users.

G. All City of Hollywood social media sites shall comply with appropriate City of Hollywood policies and procedures.

H. Endorsement of non-city products or services of any kind by authorized users is strictly prohibited.

I. Accepting gifts of any kind, including prizes, free-time, bonus play or discounts is strictly prohibited.

J. Authorized user’s personal smartphone text messaging feature should not be used to conduct official City business. Personal smartphone data is subject to collection based on public records or discovery requests. Employees shall have no expectation of privacy. If a smartphone of an Authorized User is lost or stolen, notify the Director of Communications, Marketing and Economic Development by the next business day. Authorized users who have a remote wipe feature on their smartphone should notify the Director of Communications, Marketing and Economic Development prior to using their private smartphone for conducting City business. Authorized User’s work-related data that is stored on personal cloud vendors may be subject to public records and discovery requests.

K. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Department/Office responsible for maintaining the site(s) is responsible for responding completely and accurately to any public records request related to City department/office social media site(s). Content related to City business shall be
maintained in an accessible format so that it can be produced in response to a public records pursuant to request per the provisions of Florida Statute Chapter 119. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

L. The City's content guidelines must be displayed to users or made available by hyperlink for all City managed social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available, pursuant to a relevant records retention schedule for the required retention period on a City or archiving service server in a format that preserves the integrity of the original record and is easily accessible. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

M. The City reserves the right to restrict or request removal of any content from an employee's social media network that is deemed in violation of the City's policies and procedures or any applicable law. Contact the Director of Public Affairs for clarification or information regarding the use of social media. Contact the Human Resources Department for additional information on the City of Hollywood Employment Rules and Regulations.