

Social Networking & Social Media

Disclaimer

Comments expressed in this Social Media Policy or in Broward Metropolitan Planning Organization (BMPO) Social Media Sites do not necessarily reflect the opinions and position of the Broward MPO, its individual members, or its administrators, officers, or employees. The Broward MPO reserves the right to remove or hide a comment that is in violation of the Broward MPO's policy, without prior notification. The Broward MPO does not endorse any content, viewpoint, product, or service 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 shared information.

In addition to information provided by the BMPO, the Social Media Sites may contain comments and opinions from unrelated third parties which are being provided as a convenience to the public and for informational purposes only. These comments or opinions do not constitute an endorsement or an approval by the BMPO of any of the views or comments posted on the BMPO's website. Furthermore, the BMPO bears no responsibility for the accuracy or legality of these materials. Under Florida law, these comments are public records because these are made in connection with BMPO business.

Internal Terms of Use

Purpose

This document defines the social networking and social media policy for the Broward Metropolitan Planning Organization. To address the fast-changing landscape of the way Broward residents communicate and obtain information online, the MPO aims to use social media tools in conjunction with traditional outreach methods to reach a broader audience. The MPO encourages the use of social media to further the goals, vision, and mission of the Organization. The MPO also seeks to maintain immediate, open, honest dialogue with members of the public through the use of social media platforms. This policy establishes guidelines for the use of social media.

Acceptable Use

Personal Use

All MPO employees may have personal social networking, Web 2.0 (sites that allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community) and social media sites. These sites should remain personal in nature and be used to share personal opinions, interests, etc. If an MPO employee chooses to identify themselves as such on a personal account, a disclaimer that the employee is expressing their own personal views (and not those of the Broward MPO) should be present. In keeping with current Florida public records laws, posts may be subject to public records laws.

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Professional Use

All official MPO-related communication through social media, Web 2.0 and social networking outlets should remain professional in nature and should always be conducted in a professional manner. Employees must not use official agency social media, Web 2.0 or social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities. (see **External Terms of Use**, page 3).

MPO employees should be mindful that inappropriate usage of official agency social media, Web 2.0 and social networking sites can be grounds for corrective action from MPO Management. Only individuals authorized by the MPO Communication and Outreach Team may publish content to the MPO's social media platforms. Each member of the MPO Board of Directors should adhere primarily to the social media policy of their governing body then to this policy.

Approval and Registration

All official Organization social media sites shall be (1) approved by the MPO's Public Outreach Manager or their designee; (2) published using approved social networking platform and tools; and (3) administered by the Public Outreach Manager or their designee.

Oversight and Enforcement

Employees representing the MPO through social media outlets or participating in social media features on agency websites must maintain a high level of ethical demeanor and professional modesty. Failure to do so is grounds for revoking the privilege to participate in MPO social media sites or other social media features. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms. The MPO's Public Outreach Manager (assisted by the MPO Communication and Outreach Team) is responsible for overall social media administration. Administration includes:

- Scheduling and uploading posts
- Moderating comments (see **External Terms of Use**, page 3)
- Maintaining the site, aesthetics for the site, descriptions
- Reviewing each post for policy and legal issues;
- Other editing to correct spelling or grammatical errors.

MPO employees recognize that the content and messages they post on social media websites are public and may be cited as official statements from the Organization and subject to Florida Open Records Law. Social media should not be used to bypass other MPO Communication and Outreach policies, including news media policy procedures.

Broward MPO Social Media Sites shall only be used by Organization employees for MPO Professional use only and not for their personal use or for the personal use of the public. Organization employees and the public may not publish information on agency social media sites that includes:

- Confidential information
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments

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- Partisan political views
- Commercial endorsements or SPAM.

Records Retention

If social media sites contain communications sent to or received by the MPO and its employees, such communications are therefore public records subject to Florida Sunshine Laws (including but not limited to: Florida Public Records Law [Fla. Stat. sec. 119] and Florida Open Meetings Law [Fla. Stat. sec 286]). These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Communication and Outreach Team maintains a site and shall preserve records pursuant to a relevant records retention schedule for the required retention period.

Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are maintained in an authentic format (i.e., ideally in the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the Organization has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

The MPO Archive can be made available by request via emailing the MPO Communication and Outreach Team at info@browardmpo.org.

External Terms of Use

The following guidelines must be displayed to users on all social media sites or made available by hyperlink on the MPO's social media profile(s) and BrowardMPO.org where applicable.

Limited Public Forum

All social media sites used by the Broward MPO are designated as Limited Public Forums. The Broward MPO welcomes a person's right to express his/her opinion and encourage posters to keep comments relevant to the topic in question. Posting of any content on any social media site used by the Broward MPO, by any visitor, follower, subscriber, or fan, constitutes acceptance of the terms of use described here in this policy.

Comments and Interactions

The Broward MPO reserves the right to repost, share, like, or retweet content from another social media account. A like, share, or retweet of content does not imply an endorsement of that account. Likewise, comments expressed on any MPO social media page do not necessarily reflect the opinions and position of the Broward MPO, its individual members, administrators or employees. When in doubt, the MPO will take a very conservative approach to what appears through social media.

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Third party comments will be rejected or removed (if possible) when the content:

- Is off-subject or out of context
- Contains obscenity or material that appeals to the prurient interest
- Contains personal identifying information or sensitive personal information
- Contains offensive terms that target protected classes
- Is threatening, harassing, defamatory or discriminatory
- Contains any copyrighted material owned by a third party
- Circumvents Public Records and Open Meetings Laws
- Incites or promotes violence or illegal activities
- Contains information that reasonably could compromise individual or public safety
- Advertises or promotes a commercial product or service, or any entity or individual

Moderation of Third Party Content

The MPO's social media sites serve as a limited public forum and all content published is subject to monitoring. In the same manner as a public forum, user-generated posts should be suitable in terms of time, manner and place. The Broward MPO reserves the right to publish any posting, or to later remove it based on the aforementioned guidelines.

While endorsing the proper use of the limited public forum on the MPO's social media platforms the Broward MPO cannot guarantee that violations will not take place. If a comment violates these guidelines, the Broward MPO reserves the right to remove or hide a comment without prior notification.

Public Records Law

Agency social media sites are subject to applicable public records laws. Any content maintained in a social media format related to agency business, including communication posted by the Agency and communication received from citizens, is a public record.

The MPO Communication and Outreach Team (who maintain the social media sites) is responsible for responding completely and accurately to any public records request for social media content.

Should you have any questions in regards to this Terms of Use, please contact the Broward MPO Communication and Outreach Team at (954) 876-0033 | info@browardmpo.org.