



Town of Miami Lakes Social Media Policy

Mission Statement

To provide information to the public via social media about the Town of Miami Lakes to enhance our governments communication and transparency.

Purpose

The Town of Miami Lakes has an overriding interest and expectation in deciding what is “spoken” on behalf of the Town through the use of Social Media sites (including but not limited to Facebook, Instagram, Twitter, LinkedIn, Nextdoor and YouTube). This Social Media Policy establishes guidelines for the establishment and use of Social Media by the Town as means of conveying information about the Town and its events and activities to its residents.

The intended purpose behind establishing Town of Miami Lakes Social Media sites is to disseminate information from the Town, about the Town, to its residents.

Nothing in this policy shall be applied to prohibit or infringe upon any communication, speech or expression that is protected or privileged under law. This includes speech and expression protected under state or federal constitutions as well as labor laws or other applicable laws.

General Policy

This Social Media Policy (“Policy”) establishes guidelines for Town of Miami Lakes (“Town”) maintained social media sites, pages and posts on social media networks, including but not limited to Facebook, Instagram, Twitter, LinkedIn, Nextdoor and YouTube. The primary goals of the Town’s use of social media are to increase public awareness of the Town’s programs, policies and services and to maintain open, professional and responsive communications with members of the public regarding the Town.

The Town recognizes and appreciates the rights of all members of our online community to free speech and freedom of expression. This page and all comments posted are regularly monitored by administrators. The Town reserves the right to take other actions in order to ensure compliance with this Policy.

Comments should be related to the posted topic for the social media page or post. Town administered social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website, page or post. This social media page is intended to be used for informational purposes only. If a user wishes to contact the Town Council or Administration or to request Town services, the user should visit the Town’s official website: <http://www.miamilakes-fl.gov/>.

By participating on this page, users agree to the terms of this Policy and to only post content that is consistent with this Policy and related to the posting, discussion or forum topic. The following is prohibited on all Town maintained social media pages:

- The use of obscene, crude, defamatory, threatening, sexually indecent or harassing language.
- Personal attacks of any kind or offensive comments that advocate unlawful discrimination based on race, creed, color, national origin, age, religion, gender, sexual orientation, marital status, physical or mental disability.
- Comments or content advocating for, or depicting, illegal activity.
- Personally, identifiable information such as social security numbers and dates of birth.
- Material of a sexually indecent nature; commercial solicitations unless on behalf of the Town.
- Statements that endanger public health, safety and security or statements that encourage, provide advice for or solicit the Council of a criminal act.
- Content that violates intellectual property or copyright laws or posting of material that violates copyrights or trademarks of others.
- Promotion or advertisement of a business or commercial transaction.

Reporting/Removal of Unauthorized Comments

The Town requires that Department-designated Social Media Administrators immediately notify the Communications and Community Affairs Department Director if there is any posted material that may be inappropriate, that violates this Policy, or any Town policy, is illegal, or that potentially infringes the copyrights or other rights of any persons. The Communications and Community Affairs Department will investigate and respond to all reports of potential violations of this Policy.

Any content removed based on these guidelines must be retained by the sponsoring Department for a reasonable period of time, including the time, date and identity of the poster, when available. The Town reserves the right, at any time and without prior notice, to deny access to the Social Media site to any individual who violates this Policy.

Town maintained social media sites and pages are a public forum. Any content posted is subject to public records retention and disclosure pursuant to Florida law.

Opinions expressed by visitors to this page do not necessarily reflect the opinions of the Town, nor the opinions of any of the Town's elected officials or employees.

Terms of Service

Each type of Social Media maintains a "Terms of Use" agreement. All comments posted to any Town Social Media Site are bound by these Terms of Use and the Town reserves the right to report any user violation.

This Policy is subject to amendment or modification by the Town at any time.