

Social Media Policy

Village of Key Biscayne

[Provide links to Village's social media sites here]

Use of Social Media Sites

a) If a social media site used by the Village allows for comments to be posted by the public, the Village Manager, or designee, reserves the right to edit or remove content based on the criteria listed below. The Village's intent is not to create a public forum, but to maintain a moderated online discussion directly relating to topics posted by the Village which is appropriate for citizens that are over age 13. The Village reserves the right to edit commentary posted on its social media sites, which meets the following descriptions:

- Comments not topically related to the particular issue or posting being commented upon;
- Profane language or content;
- 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 or sexual orientation;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates a copyright, trademark or other legal ownership interest of any other party;
- Disparaging personal remarks or acrimony towards another person
- Campaign information from a candidate for elected office or information related to a candidate's personal campaign

b) Social network sites shall be used to promote the Village, Village services, job opportunities Village events, and for public announcements of events and activities which have been determined to be of particular interest to citizens of the Village.

c) Village use of social media sites will comply with the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance.

d) All social media sites shall clearly indicate that they are maintained by the Village of Key Biscayne and shall have Village of Key Biscayne contact information available on the site as well as the Village's social media disclaimer. **[A disclaimer should be included on the Village social media sites, and I have prepared a separate proposed disclaimer]**

e) No Village employee personal e-mail addresses or other contact information should be posted on these sites.

f) Any social media site used for Village business must be approved by the Village Manager.

Social Media Disclaimer
(For insertion on Village social media sites)

The Village of Key Biscayne makes use of social media sites to engage citizens and residents to learn about their needs and concerns, to promote Village programs and services, and for public announcements of events and activities which have been determined to be of particular interest to citizens of the Village. Despite our efforts to keep the Village-provided information timely and accurate, users should be aware that the information available through a social media tool such as this may not be timely, accurate, or complete. Further, the Village disclaims any responsibility or liability for (a) positions taken by individuals, other entities, Village departments or elected or appointed officials for any position, misstatement, misunderstanding, liability or loss related to, directly or indirectly, a social media tool used by them, and (b) for the content of any advertisements appearing on here or any other social media tool. Advertisements and commentary may not be controlled by the Village and do not necessarily reflect the Village's position, opinion, or intention. Any information communicated via social media that relates to the Village is the sole property of the Village. This includes the Village's intellectual property, such as, by example and without limitation, Village logo and name, photos, video and audio material and written text. Comments posted to this site will be monitored and the Village reserves the right to edit commentary. Please visit [*http://www.\(add link to Village social media policy on Village webpage\)*](http://www.(add link to Village social media policy on Village webpage)) for more information on the Village's use of social media.