

## **Social Media Use Policy**

### **Purpose**

The City of Haines City supports the use of social media to further the organizational goals and the missions of its departments, where appropriate.

### **Social Media Use Policy – For Public Posting**

The City's Social Media Use Policy is to be used by City staff as the guiding document while using social media sites in an official capacity. The City's Social Media Use Policy must be hyperlinked to all official social media accounts for public review as well as be made available on the City's website at [www.hainescity.com](http://www.hainescity.com). All official social media content will be subject to Communications Department review.

The City's main website ([www.hainescity.com](http://www.hainescity.com)) is the organization's primary and predominant internet presence. The best, most appropriate uses of social media tools fall generally into three categories:

- As channels for disseminating time-sensitive information quickly;
- As marketing/promotional channels that increase the ability to broadcast messages to the widest possible audience; and
- As a means to engage in transparent conversations between the City of Haines City, its residents, the press and the general public.

The City's social media content and comments containing any of the following forms of content shall not be allowed:

- Comments not topically related to the particular social media article being commented upon;
- Comments in support of or opposition to political campaigns or ballot measures that are not consistent with adopted City positions;
- Profane language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, 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;
- Content that violates a legal ownership interest of any other party;
- Content that encourages alcohol consumption or the use of legal/illegal drugs;
- Content of a threatening manner;
- Content that contains confidential or proprietary information about the City, its employees or vendors; and
- Content that violates another person's right to privacy.

The City of Haines City reserves the right to restrict or remove any content that is deemed in violation of this social media use policy or any applicable law. The City further reserves the right to block access of any person or entity to its social media platforms for a violation of this social media use policy or any applicable law.