

CITY OF NORTH PORT SOCIAL MEDIA SUMMARY

As more citizens in the North Port community use social media to receive and share information and communicate with each other, it is imperative that the City of North Port include social media as part of its communication efforts.

The City of North Port's overall communication objectives are to inform, to educate, to listen, and to create a more connected community. The City of North Port should use social media as part of its communication strategy to meet all four of those goals.

Responsibility for Social Media is equally shared by the participating departments. City administration and specified Authorized Users will be held accountable for all communication made in the public domain.

All posts made by Authorized Users shall adhere to the City of North Port's Personnel Policy Manual, including the Standards of Conduct portion of the manual and the Employee Performance portion of the manual.

Outlined below are some of the requirements for Social Media Accounts:

- Each social media account must include an introductory statement that clearly specifies its purpose and topical scope.
- Each social media account also must clearly link to the Terms of Use as described in the City's Social Media Procedures. All posts must comply with the Terms of Use.
- All social media accounts must clearly indicate that all posts are subject to public records laws, including Chapter 119 Florida Statutes.
- All social media applications need to be reviewed and approved by the City Manager's office prior to use.
- Items uploaded to a social media account must be archived and easily accessible in the event that the City receives a public records request.
- Social media accounts should not be used as the sole communication source, but should enhance and add to the City's overall communication efforts.
- A social media strategy shall be created and reviewed every six months to ensure that the City of North Port is staying current with trends and meeting the goals of its communication efforts.