

#### Content Owners should:

- Submit new entries to the Social Media Calendar as far in advance of an event as possible.
- Include any photos or links that should be included in the Post.
- Commit to at least one update per week. Less than that and you risk losing your audience.
- For video submissions to YouTube, include the following information:
  - Video title
  - 50-word or less description
  - Keywords to help search engines find it better
  - Original air date or production date, if you know it.
  - The Access Sarasota TV link for the video if available.
  - A "kill date" for any time-specific subjects.
  - If using third-party video, provide written documentation from the owner of the material granting permission to re-broadcast the video on Sarasota County's YouTube channel.

#### PERSONAL SOCIAL MEDIA ACCOUNTS

Within this organization, Social Media is seen above all as a tool for communicating with the public. Therefore, policy regarding its use parallels the county's general guidelines on employee communication with the public. Sarasota County does not regulate speech expressed by an employee on his or her own time on matters unrelated to the employee's job functions. **No employee, however, may speak on behalf of Sarasota County Government unless authorized by his/her department director.** Employees may contribute to Posts on county sites on subjects about which they are familiar, but comments should be made on personal time, making clear that the employee is speaking from his/her own point of view about his/her own experiences.

Be aware that any discussion about working conditions, criticisms of supervisors and coworkers could be potentially libelous or harassing.

Employees should not post photographs of themselves or other employees wearing county uniforms.

Employees should not post photographs of themselves on work-sites or at work stations.

Make sure you understand Facebook's privacy settings. Employees should have no expectation of privacy once they have opened a public Social Media Account. Social Media is not a secure means of communication.

**Social Media use should never interfere with primary job duties.**

#### COMMISSIONER SOCIAL MEDIA ACCOUNTS

Sarasota County Commissioners may establish Social Media Accounts. These accounts should be established on the county's computer network so they will comply with records retention requirements. They should adhere to a formal naming convention. Posts must adhere to public records law, per Section 119 of the Florida Statutes. All Posts should reflect official duties, events and services available to constituents.

Commissioners are responsible for maintaining the content of their Social Media Accounts.

**Social Media Accounts maintained on the county network must not be used for political campaigns or solicitation for support for consolidation or other referendum issues.**

**Use caution with "likes" or when "friending" other Facebook users. These sites will show up in your newsfeed and will be visible to others in your network.**

**Populate the "About" field with your organization's website, a brief biography, any educational or work history and common interests.**

**Use photos to illustrate Posts when possible to draw attention to your Posts.**

**Keep privacy settings current. Facebook changes its privacy settings frequently.**

**Approved:**



**Thomas H. Harmer**  
**Sarasota County Administrator**

6/4/14  
Date

## **Appendices**

- **Appendix A: Facebook**
- **Appendix B: Facebook examples for Sarasota County Commissioners**
- **Appendix C: Twitter**
- **Appendix D: YouTube**
- **Appendix E: Authorized User Agreement**
- **Appendix F: Records retention**

# Appendix B

## Facebook examples for Sarasota County Commissioners

(14) Orange County Government - Office of the Mayor Teresa Jacobs

**facebook** | Search | Home | Friends | Marketplace | Log Out

Stay connected and engage with Mayor Teresa Jacobs.

**Orange County Government - Office of the Mayor Teresa Jacobs**  
2,006 likes · 77 talking about this

Government Organization  
The most reliable source for official information about Orange County Government.  
http://www.facebook.com/OrangeCountyMayor  
About · Support an Edit

Photos | Join My List | YouTube | Twitter

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**Orange County Government - Office of the Mayor Teresa Jacobs**  
Today · 4h

**Jazz in the Park**  
I enjoyed visiting with members of our civic organizations during Orange County's Jazz in the Park event. I wish to thank all of our volunteer groups - including Rotary, Inverness, Udon and Junior League - for attending the event and for their continued service and dedication to our community. — at Orange County, Florida.

Like · Comment · Share

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**Orange County Government - Office of the Mayor Teresa Jacobs**  
Thursday · 4h

Today, Orange County joins Florida in observing the 500th anniversary of Juan Ponce de León's arrival on Florida's east coast, continuing our state's yearlong celebration, Viva Florida!

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**Arroyo Center**  
Event Venue · 10011 University Blvd, Orlando, FL 32817 · 1.8k likes

**Orange County Convention Center**  
10000 International Dr, Orlando, FL 32817 · 1.4k likes

**University of Central Florida College & University**  
16100 Bruce B. Downs Blvd, Orlando, FL 32816 · 1.8k likes

**Florida Association of Counties**  
10000 International Dr, Orlando, FL 32817 · 1.4k likes

**Orange County Regional History Center**  
Government Organization · 10000 International Dr, Orlando, FL 32817 · 1.4k likes

Go Chat

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**Orange County Government - Office of the Mayor Teresa Jacobs**  
Thursday · 4h

It takes less than thirty seconds for a child to drown, and Florida leads the nation in drowning deaths in children between the ages of one and four. To receive a Free Door Alarm, contact Karen Johnson at the Florida Department of Health in Orange County at 407-658-1456. For more information, go to <http://www.waterprooffl.com/>.

WaterproofFL  
[www.waterprooffl.com](http://www.waterprooffl.com/)

(14) Orange County Government - Office of the Mayor Teresa Jacobs

facebook

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Highlights ▾

Like
Like

Create Page

### About

The most reliable source for official information about Orange County Government. <http://www.facebook.com/OrangeCountyMayor>  
[http://twitter.com/Mayor\\_TereseJacobs](http://twitter.com/Mayor_TereseJacobs)  
[http://www.youtube.com/user/Mayor\\_TereseJacobs](http://www.youtube.com/user/Mayor_TereseJacobs)  
<http://www.flickr.com/people/mayorjacobs/>

**Bio**

I was elected Mayor of Orange County in 2010 and was sworn into office on January 4, 2011. Before beginning my career in politics, I was president of the Orange County Homeowners Association Alliance, an organization that represented approximately 100 countywide neighborhoods. I was elected and represented District 1 on the Board of County Commissioners in 2000, was re-elected in 2004, and stepped...

**Education Info**

**College:**  
Florida State University  
Economics

**Work Info**

**Employer:** Orange County Government  
**Position:** Mayor  
**Time Period:** January 2011 to present  
**Location:** Orlando, FL

**Interests**

Comments that attack or are intended to harass an individual, group, or organization will be removed. PLEASE NOTE: Florida has a very broad public records law (P. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

### Basic Info

<b>Started</b>	January 2011
<b>Location</b>	221 South Rosalind Avenue 5th Floor, Orlando, Florida 32802
<b>Country</b>	United States
<b>Current Office</b>	Office: Orange County Mayor State: Florida
<b>Awards</b>	Throughout my time as County Commissioner and County Mayor, I have been elected to sit on numerous boards which include the following: <ul style="list-style-type: none"> <li>- Central Florida Commuter Rail Commission (SunRail), vice chairman</li> <li>- Central Florida MPO Alliance, member</li> <li>- Central Florida Regional Commission on Homelessness, co-chair</li> <li>- Congress of Regional Leaders, member</li> <li>- County Executives of America, board of directors</li> <li>- Florida Association of Counties, president (2007-2008)</li> <li>- Greater Orlando Aviation Authority (GOAA), board of directors</li> <li>- International Drive Master Transit and Improvement District Governing Board, chair person</li> <li>- Lynx, board of directors</li> <li>- Metro Orlando Economic Development Commission, board member</li> <li>- MetroPlan Orlando, board member</li> <li>- Orlando-Orange County Expressway Authority, board of directors</li> <li>- Orlando-Orange County Expressway Authority, Finance Committee</li> <li>- MyRegion.ORG, executive board of directors</li> <li>- St. John's River Alliance</li> <li>- Tourism Development Council (TDC), chairman</li> <li>- Visit Orlando Board, ex-officio director</li> </ul>
<b>Gender</b>	Female
<b>Personal Information</b>	This is Orange County Mayor Teresa Jacobs' page on Facebook. Join the conversation and become part of solutions that keep Orange County moving forward.

### Contact Info

<b>Phone</b>	(407) 836-7370
<b>Email</b>	Mayor@ocfl.net
<b>Website</b>	<a href="http://OrangeCountyFL.net">http://OrangeCountyFL.net</a>

### History by Year

2011 ▾ Sorted in January 2011

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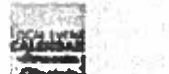
Play Now - 1,000,000 people played Bubbles IQ.

My Life Ticker



What are we really investing for? Create a Life Ticker & share what matters most to you.

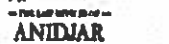
Sarasota Lifestyle Events



Click "Like" if you want to get in the know with local events in the Sarasota Lifestyle

Like - 3 people like Sarasota Lifestyle Events Calendar

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Like - 4,332 people like Anidjar & Levine PA


(14) Orange County Government - Commissioner Scott Boyd

facebook

Search for people, pages and more

Search for people, pages and more

Home



**Orange County Government - Commissioner Scott Boyd**

278 likes · 2 talking about this

Government Organization

About · Support in Edit

Photos 166 · Notes 7

Orange County 2011 Charter Review The Orange County Charter Review

378 likes

Created Page

Now

2011

Joined Facebook

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Sponsored Here and 3 Urgent Care Centers for urgent, non-emergency care - Click for more

HR Block At Home hrblock.com

Highlights

Orange County Government - Commissioner Scott Boyd shared a link Monday 4h

**Community Meeting Notice - Fiquette Road Charter School - April 9th**  
[archire.constantcontact.com](#)

As you may already be aware, the Orange County Board of County Commissioners (BOC) will be convening the public hearing for the Junction PD - Fiquette Road Charter School to April 9th, 2013. I made

Like · Share

Passie could like this.

Jane Cole Do you know what time this is on the agenda for April 9th?  
 Monday 4 5:51pm · Like

Write a comment

Post Here to post.

Orange County Government - Commissioner Scott Boyd shared a link Monday 4h

**Reams Road / CR 535 Construction Message**  
[archire.constantcontact.com](#)

Please let this email serve as courtesy notification of the scheduled closing of Reams Road at CR 535. Below is the anticipated timeline.

Like · Share

Like

Orange County, Florida Government Organization

Like this

Orange County Government - Commissioner Scott Boyd shared a link Monday 4h

**ORANGE COUNTY UTILITIES DEPARTMENT**

Orange County Utilities Celebrates Water Conservation Month | Orange County Gov FL (official)  
[www.orangecountyfl.net](#)

The department will host a showerhead exchange program and two Florida-friendly landscape

Like · Share

Go Chat

3m Coffey likes this.

Write a comment

Post Here to post.

Orange County Government - Commissioner Scott Boyd shared a link March 15 4h

**Upcoming Community Meeting - Ivey Groves March 19th**  
[archire.constantcontact.com](#)

Please let this email serve as a reminder for the upcoming Community

USA BUCKE

Have your price as long as it's free. Click here to file online today

Sarasota Lifestyle Events

LOCAL event calendar

Click "Like" if you want to get in the know with local events in the Sarasota Lifestyle

Like · 3 people like Sarasota Lifestyle Events Calendar