

Date
2015



ADD ON

AGENDA	
Section	New Business
Item No.	VI C 1

AGENDA REPORT

BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

SUBJECT:	Approval to Modify Board Policy BCC-33 entitled "Social Media Policy"
DEPT/OFFICE:	Information Technology

Requested Action:

It is requested that the Board of County Commissioners approve a modification recommendation to current Board Policy BCC-33 entitled "Social Media Policy", and authorize the Chairman to sign the modified policy.

Summary Explanation & Background:

Social media (i.e., Facebook, Twitter, etc.) have encouraged new methods of communication and sharing of information with the citizens of Brevard County and potential visitors. This policy was created and approved by the Board on 10/12/2010 to provide appropriate guidelines to County departments and employees in the acceptable use of this type of media.

The policy is due for review and the I.T. Department recommends to continue the policy, but with the following modifications to Section III.C.1., Records (the underlined statements were added):

"It is the responsibility of the Administrator to retain, store and dispose of all content made or received relating to County business, so as to ensure compliance with Chapter 119, Florida Statutes AGO 2009-19 and Brevard County AO-47. Specifically the Administrator shall keep a record of all posts, direct messages, tweets, retweets, responses, or replies made by the Administrator. **The Administrator must provide ITD access to all social media that the current subscription based Archive Social (a cloud based software that continuously archives all of the posts, tweets, comments, reviews, and videos produced and received by connected social media) which currently includes: Facebook, LinkedIn, YouTube, Flickr, Pinterest, Instagram and Twitter. For all other social media accounts,** the Administrator must configure the account settings or use a service which either delivers the content to a County e-mail mailbox **or other means and provide ITD a detailed description of said service.**"

Fiscal Impact: None

Contact: Jon Sellers, Director, Information Technology, 617-7395

Clerk to the Board Instructions:

Exhibits Attached: Sunset Review Form, copy of current BCC-33, marked -up copy, and final document for signature.

Contract /Agreement (If attached): Reviewed by County Attorney		Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	PR	<input type="checkbox"/>
County Manager	Assistant County Manager	Department Director / Extension					
Stockton Whitten	Frank Abbate	Jon Sellers / x52958					



Tammy Rowe, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
Fax: (321) 264-6972
Tammy.Rowe@brevardclerk.us

January 27, 2016

MEMORANDUM

TO: Stockton Whitten, County Manager

RE: Item VI.C.1., Modify Board Policy BCC-33 Entitled "Social Media Policy"

The Board of County Commissioners, in regular session on January 26, 2016, authorized approval of a modification to Policy BCC-33 entitled "Social Media Policy". Enclosed is the original Policy for your action.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK

Tammy Rowe, Deputy Clerk

/ds

Encl. (1)

cc: Information Technology Director
County Attorney
Finance
Budget

POLICY

TITLE: Social Media Policy

NUMBER: BCC- 33
CANCELS: October 12, 2010
APPROVED: January 26, 2016
ORIGINATOR: Information Systems
REVIEW: January 26, 2019

I. OBJECTIVE

Advances in social media have encouraged new methods of communication and sharing of information. The Board of County Commissioners' supports the use of authorized social media sites as an alternative and timely method for communication with its citizens and employees. The objective of this Policy is to provide direction to County employees on the acceptable uses of social media sites.

This Policy applies to any social media site which communicates with site users concerning Brevard County Government. This Policy does not apply to County employees' personal social media sites. The Board of County Commissioners encourages all employees to be mindful when using their personal social media sites that they are responsible for the content they publish and should show respect for the individuals and communities with which they interact. The Board also reminds all employees that an employee's use of a personal social media site to discuss County business may result in the creation of a public record.

Any employee found to have violated this Policy may be subject to loss of access to County computer use privileges or disciplinary action, up to and including termination.

II. DEFINITIONS AND REFERENCES

A. Definitions

1. Social Networking Sites - A type of website where users can join to connect and interact with other users and organizations.
2. Social Media Sites - Types of websites that allow for the exchange of digital words, sounds, videos and pictures between users on the internet, such as blogs, social networking sites or wiki. Popular social media sites include Facebook, Twitter, LinkedIn, YouTube, blogs, and microblogs.
3. Blog - A type of website usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

B. References

1. Chapter 119, Florida Statutes.
2. Attorney General Opinion 2009-19, Records, municipal Facebook page.
3. Brevard County Policy # 32, Computer and Network Acceptable Use.
4. Brevard County Policy # 88, Use and Color Scheme of County Seal.
5. Brevard County Administrative Order # 47, Public Records Management.

III. DIRECTIVES

A. Standards

1. The Brevard County website (www.brevardcounty.us) shall remain the County's official and predominant internet presence.
2. All social media sites shall provide a link to the County's official website, either on the site profile, bio, or other area visible to the user.
3. Social media sites concerning Brevard County Government shall only be used to provide information regarding County official business. It is prohibited for any employee to use a County-authorized social media site for personal use.
4. The Information Technology Department Director, the Communications Office (SCGTV) Director, and the County Manager or their designees shall have the right to restrict or require the removal of any content on the social media site that is in violation of this Policy, other County Policy, federal, state or local law, or is otherwise not in the best interest of the County. Content concerning County official business that is removed must be digitally retained, stored and timely disposed of in the manner required to meet the requirements of applicable public records laws.
5. The Information Technology Department (ITD) shall be responsible for establishing the procedures for authorizing County social media sites, provided such procedures meet with the approval of the County Manager and County Attorney's Office.

B. Administration

1. Before a site is created, the County Manager or their designees must approve of the use of a site and must appoint an employee to be the site Administrator. An Administrator must be appointed for each social media site (e.g. if the County Manager approves use of social media for libraries an Administrator must be designated for each library social media site created).
2. Before a social media site may be created, the Administrator must complete and submit a *Brevard County Social Media Registration Form* to ITD. A Form must be completed for each social media site (e.g. if a park sets up a Facebook and Twitter site one form must be submitted for Facebook and one for Twitter). ITD will keep a record of the Forms and

must be notified promptly of any change in the Administrator, account information, or removal/deactivation of the site.

3. The Administrator is responsible for the administration, updating and monitoring of the site. An Administrator shall not reveal an account password or allow another to post content on the site. All information posted to any social media must be in compliance with Brevard County Policy BCC-32, Computer and Network Acceptable Use.
4. The profile/username shall clearly identify the name of the department/office/program.
5. Any e-mail addresses used in the account set-up must be a County issued e-mail address. No personal e-mail address may be registered with an account.
6. Social media sites shall clearly indicate that any content posted or submitted for posting are subject to public disclosure under Florida's public records laws.
7. Use of the Brevard County seal shall be in compliance with Brevard County Policy BCC-88, Use and Color Scheme of County Seal.
8. No copyrighted material shall be shared, posted, or uploaded on any social media site authorized under this Policy unless the County has an active, legitimate license for such purpose or consent of the author.

C. Records

1. It is the responsibility of the Administrator to retain, store and dispose of all content made or received relating to County business, so as to ensure compliance with Chapter 119, Florida Statutes AGO 2009-19 and Brevard County AO-47. Specifically the Administrator shall keep a record of all posts, direct messages, tweets, retweets, responses, or replies made by the Administrator. The Administrator must provide ITD access to all social media that the current subscription based Archive Social (a cloud based software that continuously archives all of the posts, tweets, comments, reviews, and videos produced and received by connected social media) which currently includes: Facebook, LinkedIn, YouTube, Flickr, Pinterest, Instagram and Twitter. For all other social media accounts, the Administrator must configure the account settings or use a service which either delivers the content to a County e-mail mailbox or other means and provide ITD a detailed description of said service.
2. To encourage public participation, the Administrator shall set any privacy settings on the social media site so the content on the site is as open to as many members of the general public as possible. No user may be denied from viewing (i.e. being a fan, follower or similar) the site.
3. All content posted on the site and all responses to a user of the site shall be factual, accurate, and in compliance with all County policies. An Administrator shall seek assistance before offering advice, support or comment on any topic that falls outside the Administrator's duties or responsibilities.

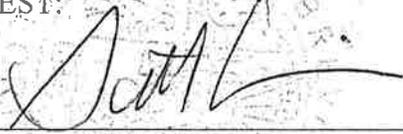
D. County Commissioners

1. Each Brevard County Commissioner is responsible for all aspects of their personal social media page(s), including retention of records. To prevent a violation of the state sunshine law, Brevard County Commissioners shall not post any comment or content to a County-authorized social media site that is responsive to comment(s) of another Commissioner on any subject or matter that may foreseeably come before the entire Board of County Commissioners, unless duly noticed as a public meeting.
2. No County authorized social media site shall, or appear to, support or imply the endorsement of any elected public official, political candidate, political cause, party, or referendum issue, whether local, state or federal.

IV. RESERVATION OF AUTHORITY

The authority to issue or revise this Policy is reserved to the Board of County Commissioners.

ATTEST:



Scott Ellis, Clerk of Court



Jim Barfield, Chairman
Brevard County Board of County Commissioners

As approved by the Board on: January 26, 2016

Brevard County Board of County Commissioners Social Media Registration Form

Type of Social Media (check one): Facebook Twitter Other

Department/Office/Division: _____

Administrator Name: _____

Administrator E-mail: _____@brevardcounty.us

Administrator Phone: _____

Facebook Page Name: Brevard County _____

Twitter Handle/Password _____

Other Account Information: _____

I HEREBY AGREE TO THE FOLLOWING:

- I am an employee of Brevard County, Florida;
- I have reviewed and understand BCC-33, Social Media Policy and BCC-32, Computer and Acceptable Use Policy;
- I have reviewed and understand the Brevard County Information Technology County Social Media Sites procedures IT-026;
- The County Manager or his/her designee has authorized use of the site and appointed me as the Administrator for this social media site;
- I will notify the Information Technology Department promptly of any changes in the social media site's account information, password, removal/deactivation of site, and if I am no longer the Administrator;
- I am responsible for administration, uploading and monitoring of social media site; and
- I am responsible for retaining, storing and properly disposing all records made or received with the social media site relating to County business.

Administrator's Signature

Date

SUNSET REVIEW
BCC-31

POLICY NUMBER AND NAME (OR) BCC-33

ADMINISTRATIVE ORDER NUMBER AND NAME: _____

Department: Information Technology

Please review with recommendations to the County Manager (and/or) Advisory Board.

Citizen Group: Recommendation to be submitted to the Board of County Commissioners

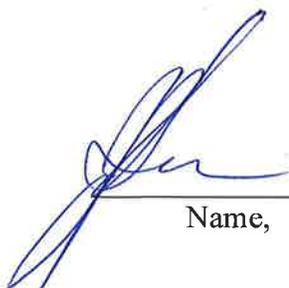
County Commission: To receive results of Department and Citizen Group reviews:

REVIEW TO INCLUDE (BUT NOT LIMITED TO):

1. What is the need being met and who benefits: (Quantify)
Provide direction to County employees on the acceptable uses of social media sites.
2. Is this Policy/Administrative Order duplicative? Yes No
If yes, please explain.
3. Can another agency perform this function? Yes No
If yes, please explain.
4. County Funding Yes No
5. Should this Policy/Administrative Order be Eliminated
 Modified
 Continued
6. Is there an acceptable alternative? Yes No
If yes, please explain

The date(s) the Citizen Group/Advisory Board will review. _____

The date the Board of County Commissioners will review results. _____


Name, _____


Title _____


Date _____



POLICY

TITLE: Social Media Policy

NUMBER: BCC-33

CANCELS

APPROVED: October 12, 2010

ORIGINATOR: Information Systems

REVIEW: October 12, 2013

I. OBJECTIVE

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3. Social Networking Sites - A type of website where users can join to connect and interact with other users and organizations.

B. References

1. Chapter 119, Florida Statutes.
2. Attorney General Opinion 2009-19, Records, municipal Facebook page.
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A. Standards

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2. All social media sites shall provide a link to the County's official website, either on the site profile, bio, or other area visible to the user.
3. Social media sites concerning Brevard County Government shall only be used to provide information regarding County official business. It is prohibited for any employee to use a County-authorized social media site for personal use.
4. The Information Technology Department Director, the Communications Office (SCGTV) Director, and the County Manager or his/her designee shall have the right to restrict or require the removal of any content on the social media site that is in violation of this Policy, other County Policy, federal, state or local law, or is otherwise not in the best interest of the County. Content concerning County official business that is removed must be digitally retained, stored and timely disposed of in the manner required to meet the requirements of applicable public records laws.
5. The Information Technology Department (ITD) shall be responsible for establishing the procedures for authorizing County social media sites, provided such procedures meet with the approval of the County Manager and County Attorney's Office.

B. Administration

1. Before a site is created, the County Manager or his/her designee must approve of the use of a site and must appoint an employee to be the site Administrator. An Administrator must be appointed for each social media site (e.g. if the County Manager approves use of social media for libraries an Administrator must be designated for each library social media site created).
2. Before a social media site may be created, the Administrator must complete and submit a *Brevard County Social Media Registration Form* to ITD. A Form must be completed for each social media site (e.g. if a park sets up a Facebook and Twitter site one form must be

submitted for Facebook and one for Twitter). ITD will keep a record of the Forms and must be notified promptly of any change in the Administrator, account information, or removal/deactivation of the site.

3. The Administrator is responsible for the administration, updating and monitoring of the site. An Administrator shall not reveal an account password or allow another to post content on the site. All information posted to any social media must be in compliance with Brevard County Policy BCC-32, Computer and Network Acceptable Use.
4. The profile/username shall clearly identify the name of the department/office/program.
5. Any e-mail addresses used in the account set-up must be a County issued e-mail address. No personal e-mail address may be registered with an account.
6. Social media sites shall clearly indicate that any content posted or submitted for posting are subject to public disclosure under Florida's public records laws.
7. Use of the Brevard County seal shall be in compliance with Brevard County Policy BCC-88, Use and Color Scheme of County Seal.
8. No copyrighted material shall be shared, posted, or uploaded on any social media site authorized under this Policy unless the County has an active, legitimate license for such purpose or consent of the author.

C. Records

1. It is the responsibility of the Administrator to retain, store and dispose of all content made or received relating to County business, so as to ensure compliance with Chapter 119, Florida Statutes AGO 2009-19 and Brevard County AO-47. Specifically the Administrator shall keep a record of all posts, direct messages, tweets, retweets, responses, or replies made by the Administrator. The Administrator must configure the account settings or use a service which either delivers the content to a County e-mail mailbox or to a database (e.g. TweetBack.com), as provided by the procedures established by the ITD.
2. To encourage public participation, the Administrator shall set any privacy settings on the social media site so the content on the site is as open to as many members of the general public as possible. No user may be denied from viewing (i.e. being a fan, follower or similar) the site.
3. All content posted on the site and all responses to a user of the site shall be factual, accurate, and in compliance with all County policies. An Administrator shall seek assistance before offering advice, support or comment on any topic that falls outside the Administrator's duties or responsibilities.

D. County Commissioners

1. Each Brevard County Commissioner is responsible for all aspects of his/her personal social media page(s), including retention of records. To prevent a violation of the state sunshine law, Brevard County Commissioners shall not post any comment or content to a County-authorized social media site that is responsive to comment(s) of another Commissioner on

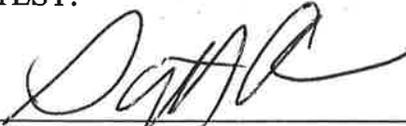
any subject or matter that may foreseeably come before the entire Board of County Commissioners, unless duly noticed as a public meeting.

2. No County authorized social media site shall, or appear to, support or imply the endorsement of any elected public official, political candidate, political cause, party, or referendum issue, whether local, state or federal.

IV. RESERVATION OF AUTHORITY

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ATTEST:



Scott Ellis, Clerk of Court



Mary Bolin, Chairman
Brevard County Board of County Commissioners

As approved by the Board on: 10-12-10

BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

SOCIAL MEDIA REGISTRATION FORM

Type of Social Media (check one): Facebook Twitter Other _____

Department/Office/Division: _____

Administrator Name: _____

Administrator E-mail: _____@brevardcounty.us

Administrator Phone: _____

Facebook Page Name: Brevard County _____

Twitter Handle: _____

Twitter Password: _____

I HEREBY AGREE TO THE FOLLOWING:

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Administrator's Signature

Date



POLICY

TITLE: Social Media Policy

NUMBER: BCC- 33
CANCELS: October 12, 2010
APPROVED: October 12, 2010 January 26, 2016
ORIGINATOR: Information Systems
REVIEW: October 12, 2013 January 26, 2019

I. OBJECTIVE

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ATTEST:

Scott Ellis, Clerk of Court

~~Mary Bolin~~Jim Barfield, Chairman
Brevard County Board of County Commissioners

As approved by the Board on:

January 26, 2016

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BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

SOCIAL MEDIA REGISTRATION FORM

Type of Social Media (check one): Facebook Twitter Other
Department/Office/Division: _____
Administrator Name: _____
Administrator E-mail: _____@brevardcounty.us
Administrator Phone: _____
Facebook Page Name: Brevard County _____
Twitter Handle: _____
Twitter Password: _____

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I HEREBY AGREE TO THE FOLLOWING:

- I am an employee of Brevard County, Florida;
- I have reviewed and understand BCC ____, Social Media Policy, and BCC-32, Computer and Network Acceptable Use Policy;
- I have reviewed and understand the Brevard County Information Technology County Social Media Sites — Facebook/Twitter procedures IT-026/IT-027;
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Administrator's Signature Date

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Brevard County Board of County Commissioners Social Media Registration Form

Type of Social Media (check one): Facebook Twitter Other
Department/Office/Division: _____
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Administrator E-mail: _____@brevardcounty.us

