



Legislation Text

File #: 18-0938, **Version:** 2

MOTION TO APPROVE THE ADMINISTRATION'S SOCIAL MEDIA POLICY.

SUMMARY EXPLANATION AND BACKGROUND:

1. Social media is an incredibly effective communication tool. A city's correct use of social media allows an open and immediate exchange of information with residents and businesses, establishes an interactive relationship that can bolster community pride, can be a source for emergency/disaster news and promotes the sharing of activities, programs and ideas. To ensure effective and accurate communication, the City of Pembroke Pines expanded its social media presence via a variety of platforms, including Facebook, Twitter, Instagram and Next Door.
2. With this new communication tool comes challenges and risks. Failure to control when and how social media is used on behalf of our city can lead to miscommunications, rogue accounts, misrepresentations and liability. A social media policy provides clear rules and expectations of employees and the city overall, establishing authority and accountability.
3. The City of Pembroke Pines has created a social media policy for your consideration to address and regulate issues/guidelines surrounding the use of social media and prohibited use by the city and its employees.
4. Request that City Commission approve the Social Media Policy.

FINANCIAL IMPACT DETAIL:

- a) **Initial Cost:** None
- b) **Amount budgeted for this item in Account No:** None
- c) **Source of funding for difference, if not fully budgeted:** None
- d) **5 year projection of the operational cost of the project** None
- e) **Detail of additional staff requirements:** None