

CITY OF DEERFIELD BEACH SOCIAL MEDIA POLICY

This Social Media Policy (“Policy”) establishes guidelines for City of Deerfield Beach (“City”) maintained social media sites, pages and posts on social media networks, including but not limited to Facebook, Instagram, Twitter and YouTube. The primary goals of the City’s use of social media are to increase public awareness of the City’s programs, policies and services and to maintain open, professional and responsive communications with members of the public regarding the City.

The City recognizes and appreciates the rights of all members of our online community to free speech and freedom of expression. This page and all comments posted are regularly monitored by administrators. While comments will not be edited by City personnel, a comment may not be published or may be deleted if it violates this Policy. The City reserves the right to take other actions in order to ensure compliance with this Policy.

Comments should be related to the posted topic for the social media page or post. City administered social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website, page or post. This social media page is intended to be used for informational purposes only. If a user wishes to contact the City Commission or Administration or to request City services, the user should visit the City’s official website: <http://www.deerfield-beach.com/>.

By participating on this page, users agree to the terms of this Policy and to only post content that is consistent with this Policy and related to the posting, discussion or forum topic. The following is prohibited on all City maintained social media pages:

- The use of obscene, crude, defamatory, threatening, sexually indecent or harassing language.
- Personal attacks of any kind or offensive comments that advocate unlawful discrimination on the basis of race, creed, color, national origin, age, religion, gender, sexual orientation, marital status, physical or mental disability.
- Comments or content advocating for, or depicting, illegal activity.
- Personally identifiable information such as social security numbers and dates of birth.
- Material of a sexually indecent nature; commercial solicitations unless on behalf of the City.
- Statements that endanger public health, safety and security or statements that encourage, provide advice for or solicit the commission of a criminal act.
- Content that violates intellectual property or copyright laws or posting of material that violates copyrights or trademarks of others.
- Promotion or advertisement of a business or commercial transaction.

City maintained social media sites and pages are a public forum. Any content posted is subject to public records retention and disclosure pursuant to Florida law.

Opinions expressed by visitors to this page do not necessarily reflect the opinions of the City, nor the opinions of any of the City’s elected officials or employees.

Users are subject to the host site’s Terms of Use. Any user in violation of the applicable Terms of Use will be reported. For more information, consult the host website’s Terms of Use directly.

This Policy is subject to amendment or modification by the City at any time.