



Social Media Management Policy

Social Media Policy

The Children's Services Council of Broward County maintains a social media presence for the purpose of engaging and interacting with our community while providing relevant and timely information about funded programs and family-friendly events.

It is the policy of the Council that a standard for interaction with social media tools and their associated technology is hereby established.

Uses

The Children's Services Council of Broward County's website, www.cscbroward.org, will remain the Council's primary and predominant internet presence. When possible, content posted to the Council's social media sites should contain links directing users to the Council's official website for in-depth information, forms, documents or online services.

Compliance

All social media communications, messages and comments on CSC social media sites are subject to State of Florida open records laws. All of the Children's Services Council of Broward County social media sites shall comply with Chapter 119 of Florida State Statutes. The Children's Services Council of Broward County will retain all social media content and interactions on The Children's Services Council of Broward County owned social media accounts in accordance with applicable law. Wherever possible, such sites shall clearly indicate that any articles and other content posted or submitted for posting are currently subject to public disclosure.

The social media tools used by the Council are intended to be "family friendly". When applicable, the Council uses platform provided content moderation/filtering options to limit foul or obscene content. We retain the discretion to determine if comments violate our policy and reserve the right to remove and/or disallow those comments to be posted, subject to applicable public records laws. Removal of posts does not mean destruction of posts. We recognize that social media and its platforms are available 24/7 and comments can be posted at any time. However, as responsible stewards of local resources, moderating and posting comments should only be expected to occur during normal business hours.



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Guidelines

We believe in the importance of protecting the privacy of children online. The Children's Online Privacy Protection Act (COPPA) governs the information gathered online from or about children under the age of 13. Verifiable consent from a child's parent or guardian is required before collecting, using, or disclosing personal information from a child under age 13. Our site is not intended to solicit information of any kind from children under age 13. If you believe that we have received information from or about children under age 13, please contact us.

Posts and content (including pictures, usernames or e-mail addresses) that contain any of the following shall not be allowed:

- Obscene, profane, violent, threatening, hateful, harassing or offensive language or content
- Personal attacks of any kind, including comments that target, disparage or discriminate against any race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, physical appearance, sexual orientation, financial status, or any protected category under the law.
- Defamation or accusations of criminal, unethical, or immoral conduct or activities
- Sexual content, references or innuendos, or links to any such material and content
- Solicitations of commerce or advertisements not authorized by the Children's Services Council of Broward County
- Hyperlinks to third party websites unless posted by the Children's Services Council of Broward County or approved authorized users for links to partnered/sponsored organizations and bona-fide agencies authorized by the Children's Services Council of Broward County or as the Children's Services Council of Broward County deems appropriate in its sole discretion
- Conduct or encouragement of illegal activity
- Content or comments that compromise the safety or security of the public or public systems
- Invasion of an individual's right to privacy
- Content that violates a legal ownership interest of any other party
- Promoting or opposing political campaigns or ballot measures
- Spam or suspected spam, or any links to such content



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The views expressed within posted comments do not necessarily reflect those of the Children's Services Council of Broward County. The Council is not liable for content posted to any platform by persons other than authorized employees of the Council posting in their official capacities. The Council reserves the right to restrict or remove any content deemed in violation of this social media policy, the acceptable use set forth herein, or any applicable law, but maintained for public records purposes.

Members of the media are asked to send questions to the necessary contact through normal channels and to refrain from submitting questions here as comments. Questions from reporters will not be posted or answered.

General Procedures and Maintenance of Children's Services Council of Broward County Accounts

Management of social media accounts and initiatives will be coordinated by the Director of Communications and Community Engagement and authorized designees with postings being approved by the Director of Communications and Community Engagement. Children's Services Council of Broward County sponsored postings such as employment opportunities and Children's Services Council of Broward County events are approved to be posted without Director of Communications and Community Engagement approval.

The Chief Communications Officer and authorized designees will be responsible for posting new social media content, removing social media content that is in violation of this policy, and retaining all social media content in accordance with applicable law. All Children's Services Council of Broward County social media accounts will adhere to applicable public records laws for record retention purposes, including posts removed or hidden by the Children's Services Council of Broward County for violating this policy.

The Children's Services Council of Broward County shall not intentionally post inaccurate information. If there is an inadvertent post, a correction will be published as soon as possible. Employees who find posts or social media content that are inaccurate or that are not in compliance with this policy are to contact the Director of Communications and Community Engagement or the Multimedia Communications Specialist and provide a link to the social media post. Members of the public who find a social media posting in violation of this policy can email info@cscbroward.org and link the social media post.



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The Children's Services Council of Broward County will not edit others' comments. However, if others' comments are not in compliance with the standards for content listed above, the comments will be either hidden or removed. Despite being hidden or removed, said comments or posts shall be retained in accordance with applicable law. Any content removed based on this policy will be retained, including time, date and identity of the poster, when available, in accordance with public records law.

Other than those specifically designated by the President/CEO or The Chief Communications Officer, no Children's Services Council of Broward County employee will state or imply that they speak on behalf of the Children's Services Council of Broward County via social media. When authorized to speak on behalf of the Children's Services Council of Broward County via social media, employees should use official Children's Services Council of Broward County owned media accounts. No Children's Services Council of Broward County employee will create or allow to be created any social media account for the Children's Services Council of Broward County without authorization from the President/CEO or the Director of Communications and Community Engagement. No Children's Services Council of Broward County employee will "claim" any Facebook "Page" without written authorization from the President/CEO. Employees cannot use official Children's Services Council of Broward County social media accounts to link to an employee's personal social media. Upon separation from the Children's Services Council of Broward County, employees will cooperate to ensure smooth transition of all Children's Services Council of Broward County owned social media accounts.

These guidelines shall be readily available to users by hyperlink on the Children's Services Council of Broward County's website.

This policy is valid for all discussions on any forum managed by the Council. Thank you for taking the time to review our policy. We encourage your participation in our discussion and look forward to an active exchange of ideas.