

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY SOCIAL MEDIA POLICY

PURPOSE

This Policy sets forth guidelines for establishment and use by the Daytona Beach Downtown Development Authority (“DDA”) of social media sites as a means of conveying DDA information to the public or in otherwise promoting the DDA’s goals and objectives.

For the purposes of this Policy:

1. The term, “social media,” means any facility for online publication and commentary, including without limitation blogs, the DDA Web Page, wiki’s, content hosting sites such as Flickr and YouTube, and social networking sites such as Facebook, LinkedIn, and Twitter. This Policy is in addition to and complements any existing or future DDA policies regarding the use of technology, computers, smart phones, e-mail and the internet.
2. The term, “DDA Web Page” means the page devoted to the DDA on the official web site of the City of Daytona Beach. The DDA is a dependent special district of the City.
3. For purposes of this Policy, the Content Manager is the Redevelopment Director for the City or his or her designee, or any other person or firm delegated that responsibility by the DDA governing board. The Content Manager is responsible for implementing this Policy.

SCOPE OF USE OF DDA SOCIAL MEDIA SITES

The DDA Social Media sites shall be used of conveying and developing information about the DDA and the Downtown Area Downtown Area as defined in the Daytona Beach Downtown Development Authority Act, Subpart E of the Charter of the City of Daytona Beach (the “City”).

The DDA Web Page, which is currently managed by the City, will remain the DDA's primary and predominant internet presence, and will be used by the DDA to generally advance the DDA’s goals and objectives.

Unless and until revised, use of the DDA Facebook page will be limited to:

1. Provision by the DDA of information that helps promote and support the Riverfront Shops Retail Area as a retail and dining destination to the widest possible audience.
2. Providing hyperlinks consistent with this Policy.

3. Listing and maintenance of comments consistent with this Policy.

The DDA governing board may from time to time authorize the use of additional Social Media sites. The authorization of use of a DDA Social Media site will not be construed as an intention by the DDA to create a public forum, unless the DDA specifically states that the site will be used as such. The DDA has an overriding interest and expectation in deciding what is “spoken” on behalf of the DDA on DDA Social Media sites. Therefore, in granting authorization to use a Social Media site, the DDA will specify the scope of use, including any specific mission and whether comments, blogs, or other third party postings (collectively “Comments”) will be authorized.

GENERAL ACCOUNT PARAMETERS

All DDA Social Media sites shall be established and operated in accordance with the following parameters:

1. For each Social Media site hereafter created or opened by the DDA pursuant to this Policy, the Content Manager will establish the desired account and maintain user name and password information; and will thereafter maintain and operate the site and the account in conformance with this Policy.
2. Users of all DDA social media shall adhere to applicable federal, state, and local laws, regulations, and policies.
3. Florida’s Public Records Law, Ch. 119, Florida Statutes, applies to all DDA social media sites. The Content Manager shall maintain all social media site content in an accessible format so that it can be produced in response to a public records request, and shall promptly responding to any public records request received on the social media site. Where the request is for records maintained by the City, the Content Manager will immediately forward the request to the City Clerk for response.
4. Hyperlinks will be allowed solely in compliance with this Policy, below.
5. All social media sites used by the DDA will:
 - a. Include a statement as to the DDA’s purpose in operating the site. The statement shall include references to any specific objectives adopted by the DDA governing board in approving the site and any restrictions set forth herein.
 - b. Unless approved otherwise by the DDA the social media site name shall be descriptive of the DDA and, where possible, each page of the site shall prominently feature the DDA logo to confirm its authenticity.

c. If it is possible do so within the social media site, the site must contain the following statements, in form approved by the DDA's legal counsel:

(i) Advising of the scope of Florida's Public Records Law and how the law affects comments or postings made by third parties onto the site.

(ii) Describing restrictions on comments, including the DDA's rights to remove comments and terminate access to the site based on repeated misuse of comments, consistent with this Policy, if possible.

(iii) Describing restrictions on hyperlinks consistent with this Policy.

(iv) Disclaiming warranties.

If it is not possible to include such statements within the social media site, then where possible the site will include and highlight links to such statements.

COMMENTS POLICY

The following apply to comments where comments are authorized on a DDA social media site:

1. The comment is the opinion of the commentator only, and publication does not imply endorsement of, or agreement by, the DDA, nor do such comments necessarily reflect the opinions or policies of the DDA.

2. A comment containing any of the following inappropriate forms of content shall not be permitted on DDA social media sites and are subject to removal or restriction by the Content Manager:

(i) Content not related to the original topic;

(ii) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability;

(iii) Defamatory or personal attacks;

(iv) Threats to any person or organization;

(v) Content that supports or opposes any political campaigns or ballot measures;

- (vi) Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- (vii) Conduct in violation of any federal, state, or local law;
- (viii) Encouragement of illegal activity;
- (ix) Information that contradicts or encourages misuse of City or DDA directions, guidance, or other official information.
- (x) Information that may tend to compromise the safety or security of the public or public systems; or
- (xi) Content that violates a legal ownership interest, such as a copyright, of any party.

3. The DDA reserves the right to deny access to DDA social media sites for any individual who violates this Comments Policy, at any time and without prior notice. The DDA reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

4. The following verbiage can be used to warn individuals about content restrictions associated with their comments:

“Your recent post is in violation of the City of Daytona Beach Downtown Development Authority’s Communications Policy. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will block you from this forum. Thank you for understanding.”

HYPERLINK POLICY

The provision of hyperlinks (or “links”) from DDA’s social media sites to other websites is solely at the DDA’s discretion. Links will be provided solely as a convenience for users of the site and generally must be to other sites that support the mission of the DDA. Links to commercial sites will not generally be established, except where such links promote specific objectives established by the DDA governing board.

1. Permissible Links. Links may be provided to the following types of external web sites:

- (i) Other government entities, including local, state, and federal government sites, or sites operated by agencies of any of those entities;
- (ii) Sites operated by 501c(3) non-profit agencies with which the DDA has an established statutory, participative, or supportive relationship;

- (iii) State, regional, local, or federal government agencies, special purpose districts, hospitals, scientific or cultural organizations, serving the Downtown Area and public educational institutions within the Downtown Area.
- (iv) Human service organizations that receive direct support from the DDA.
- (v) Community festivals and events located within the Downtown Area that are open to the general public and are sponsored or cosponsored by the City or the DDA.
- (vi) Providers of search engines for the DDA web page or other DDA websites.
- (vii) Commercial sites that the DDA determines may be of interest to site visitors who may be visiting the Downtown Area, who may be planning a trip to the Downtown Area, or who may be considering relocating to or near the Downtown Area.
- (viii) Commercial sites operated by entities that are official sponsors of DDA events or programs.

2. Prohibited Links. No links are allowed to sites containing inappropriate material, to information irrelevant to the DDA’s mission or services, or to information unrelated to purpose expressed in this Policy.

Links shall not be made to sites that are associated with, sponsored by, or serve a candidate for elected office or any political part or organization supporting or seeking to defeat any candidate for elective office or ballot proposal.

3. Location of Links. Where a hyperlink is located within a DDA social media site will be entirely at the discretion of the DDA. Links from a DDA social media site, when authorized, will be established in the most appropriate section of the site.

ADDITIONAL REQUIREMENTS FOR FACEBOOK

1. Account Parameters. In addition to the general account parameters listed above, the DDA Facebook page will be opened and operated in accordance with the following parameters:

- (i) Authorization is provided solely to create a Facebook page, not Facebook groups.
- (ii) The type of Facebook page created must be a “government” page.
- (iii) A link to DDA’s Web Page will be included on the info page.

(iv) Comments shall be turned on. Discussions will be turned on only if authorized by the DDA governing board.

2. Account Administration. In addition to operating the Facebook page in accordance with the general requirements set forth in this Policy, the Content Manager will comply with the following in managing the Facebook page:

(i) The Content Manager will not use Facebook applications, such as video and music streaming, photo posting, or RSS feeds and subscriptions, unless they are consistent with this Policy, including the DDA's specific objectives in operating the Facebook page, add to the user experience, and come from a trusted source. The Content Manager will be judicious in adding such applications as they can cause clutter and security risks.

(ii) The Content Manager or DDA governing board may at any time direct that use of an application cease based on this Policy. The Content Manager shall immediately suspend use of an application if the Content Manager has reason to believe that it is spreading viruses.

(iii) To ensure compliance with Public Records Law requirements, the Content Manager must copy, retain, and provide access to copies of all data posted on Facebook, even data that is to be removed such as comments that violate this Policy.

DENYING ACCESS TO SOCIAL MEDIA SITES

Access to online media can be restricted at anytime and without cause by order of the Content Manager or DDA governing board if it is determined that there are legal or network security concerns or a concern of misuse of online media as authorized by this Policy. In addition, the Content Manager or DDA governing board may at any time direct the Facebook page to be shut down based on such concerns or based on policy considerations.