

CITY OF MARGATE, FLORIDA

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF MARGATE, FLORIDA, PRESENTED TO THE FLORIDA LEAGUE OF CITIES SUPPORTING THE ETHICAL AND RESPONSIBLE USE OF SOCIAL MEDIA BY ELECTED AND APPOINTED OFFICIALS; PROVIDING FOR AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF MARGATE, FLORIDA:

SECTION 1: That the City Commission of the City of Margate, Florida, recognizes the power of social media:

- That social media should only be used in an appropriate and professional manner rather than in a manner that is offensive and destructive.
- That there is a need for the ethical and responsible use of social media by its elected and appointed (i.e., board) officials.

SECTION 2: While social media is available to elected and appointed officials as private citizens, it is often difficult to discern between personal and business use. Therefore, when using social media to conduct or discuss City business, elected officials and appointed board members are encouraged to use their social media accounts to:

- promote municipal and community activities, events, groups and associations;
- repost items from the City's official website and social media outlets;
- invite comments from residents and stakeholders to promote two-way communication; and
- always post information in a polite and professional manner that encourages fair, accurate and transparent discussion.

SECTION 3: When using social media to conduct or discuss City business, elected and appointed officials shall refrain from:

- posting confidential City information;
- engaging in discussion or sharing information on subjects pertaining to closed door executive sessions or that may otherwise violate Florida's Sunshine law;
- posting information on commission meeting decisions before the meeting is actually concluded;
- engaging in debate or argument through un-moderated social media sites;
- posting information on emergency situations outside of the City's communication protocol outlined by the City of Margate's Comprehensive Emergency Operations Plan;
- posting comments to official City social media accounts to promote individual or political opinions or campaigns; and
- posting comments that place the City of Margate in a negative light or that are embarrassing to the City and its elected and appointed officials.

SECTION 4: In addition, elected and appointed officials shall recognize that any posts to social media that are related to City business are considered public record, regardless of whether the post is on the elected or appointed official's own account or another's to which the elected or appointed official is engaging, and must be maintained and preserved in the event that a request is made pursuant to Chapter 119, Florida Statutes.

SECTION 5: That the Clerk is directed to present this Resolution to the Florida League of Cities for use and presentation at the August 2017 state conference.

SECTION 6: That this Resolution shall become effective immediately upon its passage.

PASSED, ADOPTED AND APPROVED THIS _____ day of _____, 2017.

ATTEST:

JOSEPH J. KAVANAGH
CITY CLERK

MAYOR TOMMY RUZZANO

RECORD OF VOTE

Caggiano	_____
Simone	_____
Peerman	_____
Schwartz	_____
Ruzzano	_____