



CITY OF BONIFAY

SOCIAL MEDIA RETENTION POLICY

CREATED: 6.22.2023

ADOPTED: _____

LAST UPDATED: _____

Purpose

This policy sets forth guidelines for the retention of records by the City of Bonifay (the “City”) of its social media sites (Facebook, YouTube, Twitter, Instagram, Vimeo, et al.) as a means of conveying the City-related information to its residents, employees, and visitors.

Scope

This policy shall apply to all Municipal departments and/or agencies.

General Policy

Social media sites contain communications sent to or received by the City and its employees, and such communications are therefore public records subject to Florida Statute 119.011(12). These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- All Social Media sites must clearly indicate that all Posts are subject to public records laws.
- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (i.e. ideally the native technical format provided by the social network, such as XML or JSON) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social networking sites on behalf of the City has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

The City utilizes an automated archiving solution provided by Archive Social to comply with applicable public records law and fulfill the above record retention requirements.

Mayor

City Clerk

Date

Date