RESOLUTION NO. 27-03

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHIPLEY, FLORIDA, ADOPTING AN UPDATED SOCIAL MEDIA POLICY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Chipley utilizes social media platforms to disseminate information to residents, employees, visitors, and the general public; and

WHEREAS, the City Council desires to establish clear guidelines governing the City's use and administration of social media and the responsibilities of City officials, employees, volunteers, and authorized representatives; and

WHEREAS, the City Council has reviewed the updated Social Media Policy and finds it appropriate and in the best interest of the City to approve and adopt the same.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CHIPLEY, FLORIDA, THAT:

1. The updated City of Chipley Social Media Policy, attached hereto as Exhibit "A" and incorporated herein by reference, is hereby adopted.

2. The City Administrator is authorized to administer and implement the Social Media Policy.

3. This resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED THIS 13TH DAY OF OCTOBER, 2026.

CITY OF CHIPLEY

Tracy L. Andrews, Mayor

ATTEST:

Sherry Snell, City Clerk

"Exhibit A"

City of Chipley
Social Media Policy

Purpose

This policy sets forth guidelines for the establishment and use by the City of Chipley (the "City") of its social media sites (Facebook, YouTube, Twitter, Instagram, Vimeo, et al.) as a means of conveying City-related information to its residents, employees, and visitors. The City has an overriding interest and expectation in deciding what is published on behalf of the City on its social media sites.

The purpose of this social media policy is to establish enforceable rules for the use of social media by City officials and employees when engaged in City business. Social media at this time refers to the City's website and its Facebook, YouTube, Twitter, Instagram, Vimeo and any other platform used by the City to disseminate City information, regardless of whether the platform's native functionality would otherwise allow responses or comments. Rules are necessary to assure that communications made on behalf of the City are properly authorized and in correct form; that information disseminated by the City through social media is appropriate and pertinent; and that the public is clearly and fully informed that social media is not a substitute for required reporting procedures or official communications to the City.

For purposes of this policy, "social media" is understood to be internet-based platforms and technologies used by the City to publish and disseminate City information to the public. For purposes of this policy, "comments" include information, articles, and pictures. The City does not operate its social media sites as an open, designated, or limited public forum for public comment, and references in this policy to "comments" concern content posted by members of the public before commenting was disabled or content otherwise published by the City.

Scope

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

General Policy

The objective of the use of social media by the City and its departments is to expand and facilitate the dissemination of information from the City to its residents, taxpayers and the general public.

1. No City social media site shall be established without prior approval of the City Administrator.

2. The City social media sites shall clearly set forth that they are maintained by the City and that they follow this Social Media Policy.

3. Wherever possible, the City social media sites should link back to the official City website for forms, documents, online services and other information necessary to conduct business with the City.

4. Social media accounts established by the City or a City agency are to be used for City and agency business purposes only.

5. City social media sites are not to be used for making any official communications to the City, for example, reporting crimes or misconduct, giving notice required by any statute or responding to official City correspondence.

6. This social media policy shall be available for public viewing on the City website, www.cityofchipley.com.

7. The City Administrator and/or designee shall monitor City social media sites to ensure adherence to both this Social Media Policy and the interest and goals of the City. The City has the right and will restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on the guidelines will be retained by the City Clerk pursuant to the applicable City retention policy, including the time, date and identity of the poster, when available.

8. The City website, www.cityofchipley.com, will remain the City's primary and predominant internet presence.

9. Employees and volunteers representing the City's government via its social media sites shall, at all times, conduct themselves as a representative of the City and in accordance with all its policies.

10. All City presence and activity on social media are an integral part of the City's information networks and must comply with all rules and policies governing the City's computers and electronic media.

11. All users of City social media are responsible for complying with applicable federal, state and county laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, records retention, Florida Public Records Act, Chapter 119, Florida Statutes, First Amendment, privacy laws, Florida's Sunshine Law (286.011, Fla. Stat.) and information security policies (if applicable) established by the City.

12. All City policies are applicable to interactions on social media sites when acting in an official capacity and representing the City.

13. Social media sites are operated by a third-party agency separate from the City. The City reserves the right to disable its social media accounts either temporarily or permanently at any time. In the event of a discontinuation of a social media site, documentation related to the site will be maintained in accordance with records retention guidelines.

14. This Social Media Policy may be revised at any time by the City of Chipley.

Comment Policy

The City social media sites are maintained solely as a one-way channel for the dissemination of City information and do not constitute a designated or limited public forum for public comment. The City does not permit members of the public to post comments on any City social media site or in any post. The City has disabled, and will keep disabled, the comment functionality on all future City social media posts.

Effective November 1, 2026, the City will also disable the ability to comment on all prior City social media posts. The disabling of comments on prior posts is intended to be permanent, and the City does not intend to reopen or revive public commenting on any current or prior post at any time. The City reserves the right to remove, hide, or disable any comment functionality or previously posted comments at its discretion.

1. As a public entity, the City maintains its social media sites solely as a channel for the efficient dissemination of City information to the public, and not as a forum for public discourse.

2. The intended purpose behind establishing the City social media sites is to disseminate appropriate information to residents, employees and visitors.

3. To the extent any comment was posted by a member of the public on a City social media site before commenting was disabled, such comment is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City, nor do such comments necessarily reflect the opinions or policies of the City.

4. Any attempt to hack or otherwise compromise the City's internet or social media sites will be reported to law enforcement and the perpetrator will be subject to prosecution.

5. The City reserves the right to remove, hide, or restrict any content that violates this Social Media Policy and to use available platform tools to block any individual who has violated this policy from interacting with City social media accounts.

6. Any comments posted before commenting was disabled remain bound by any applicable terms and conditions of the operating programs that governed those sites at the time of posting.

7. Any comments previously posted to City social media pages before commenting was disabled will remain part of the official public record and may be accessible via Florida Public Records Act, Chapter 119, Florida Statutes, requests.

Prohibited Content

1. Because the City does not permit public comments, the following provisions apply only to any comments that were posted before commenting was disabled. Persons who posted prohibited content remain subject to having such content removed or hidden by the City at any time.

2. To the extent any comments were posted before commenting was disabled, comments containing any of the following inappropriate forms of content were not permitted and remain subject to removal and/or restriction by the City Communications Team:

a. Profane, obscene, violent, or pornographic content and/or language, or sexually suggestive or explicit content, or links to such materials. Any image or link containing minors or suspected minors in sexual and/or provocative situations will be reported to law enforcement.

b. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin, marital status, status with regard to public assistance, physical or mental disability or sexual orientation.

c. Defamatory attacks.

d. Threats to any person or organization.

e. Solicitation of commerce, including but not limited to advertising of any business or product for sale.

f. Conduct in violation of any federal, state or local law.

g. Illegal activity or encouragement of same.

h. Information that may compromise the safety or security of the public or public systems.

i. Content that violates a legal ownership interest, such as a copyright. The City does not permit or allow copyright-infringing activities and/or infringement of intellectual property rights on its website or social media sites and will remove or modify any and all content and submissions if properly notified that such content and/or submission infringes on another's intellectual property rights.

j. Private contact information such as names, addresses and phone numbers no matter how easily obtained elsewhere, or personal information of a person other than the poster.

k. Spamming or repetitive content.

l. Comments from children under 13 could not be posted in order to comply with the Children's Online Privacy Protection Act. Parents were responsible for any minor child's posting or comments made before commenting was disabled.

m. Content that incites violence.

n. Comments unrelated to the particular post being commented upon.

3. The City Administrator and/or designee may be required to remove postings on City social media sites deemed to constitute a breach of Policy. In the event of removal, those postings will be subject to applicable archiving and retention requirements.

General Policy for Personal Social Media Use

1.Be thoughtful about how you present yourself in all Social Media, where the lines between public and private, personal and professional are blurred. Also understand that what you are posting online may very well become public knowledge.

2. If you choose to identify yourself as a City employee on a personal or non-work related Social Media site, take care to make sure the reader understands that you are expressing your own personal views and not those of the City. For example, wherever appropriate, use a disclaimer such as, "This is my personal opinion and not necessarily the opinion or position of the City of Chipley."

3. Employees' personal Social Media sites should remain personal in nature and should not be used for work-related purposes. Employees should not use their City email account or password in conjunction with a personal Social Media account.

4. Refrain from accessing personal or non-work related Social Media sites while on work time.

5. In keeping with the City's Use of City Property Policy (City of Chipley Personnel Manual – Chapter 3 – Section 3.10), Employees may not use City-owned property (computer, network, etc.) to access personal or non-work related Social Media sites.

6. Some ethical obligations must be followed at all times, even when employees engage in Social Media use in their personal capacities. For example, employees should not disclose confidential information acquired by the employee by reason of the employee's official position.

Violations of Policy

Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment. Volunteers or other authorized representatives who violate this policy may have their authorization to represent the City on social media revoked and may be subject to other appropriate action.

Terms of Use Disclosure

A. Information Disclaimer

By visiting this site, you understand and agree that this City of Chipley website and social media sites are provided for informational purposes only. The City of Chipley makes every effort to provide accurate and complete information on this website. The information contained herein is not official nor in any way shall it be deemed to constitute legal notice where such legal notice is required by law. The information contained in this site is provided as a service and convenience to people needing information about the City of Chipley. To the extent permitted by law, the City of Chipley, its officers, employees or agents shall not be liable for damages or losses of any kind arising out of or in connection with the use or provision of information, including but not limited

to damages or losses caused by reliance upon the accuracy or timeliness of any such information, or damages incurred from the viewing, distributing or copying of those materials.

B. Linking Policy — Links to External Sites

The City of Chipley website contains links to outside websites. These websites are not owned, operated, controlled or reviewed by the City of Chipley. These links are provided solely as a courtesy and convenience to visitors.

The City of Chipley, its officers or employees exercise no control over the organizations, views, accuracy, copyright or trademark, compliance or the legality of the material contained in these outside websites. The City of Chipley, its officers or employees do not sponsor, endorse or approve the information, content, proceeds, materials, opinions or services contained on such outside websites. The visitor proceeds to these outside websites at his/her own risk. The City of Chipley specifically disclaims any and all liability for damages, which may result from the accessing of a third-party site, which is linked to the City of Chipley website or from reliance upon any such information.

C. Copyright and Trademark Limitations

The City of Chipley makes no warranty that materials contained herein are free of copyright or trademark claims or other restrictions or limitations on free use or display. Making a copy of such material may be subject to copyright or trademark laws.

D. Use of Material

The City of Chipley has made the content of these pages available to the public and anyone may view, copy or distribute the information found therein without obligation to the City of Chipley for non-commercial, personal use only, unless otherwise stated on particular material or information to which a restriction on free use may apply. The design of this site, original graphics, and original content are all copyrighted by the City of Chipley and may not be re-engineered, distributed, modified, transmitted, re-used, reposted, or duplicated without the express written permission of the City of Chipley in each instance. All requests to use any part of the original design, code, graphics or content of this site should be made via e-mail to the City Administrator and or designee.

E. Unauthorized Modifications

Unauthorized attempts to modify or otherwise alter any information or image stored on any City of Chipley website may result in criminal prosecution.

_____	_____
Mayor	City Administrator
_____	_____
Date	Date