

**SUBJECT  
SOCIAL MEDIA  
MANAGEMENT**

**POLICY NUMBER  
8.08**



**POLICY MAINTENANCE ADMINISTRATOR:** Director, Office of Communications

**PURPOSE/SCOPE:** To ensure appropriate management of the department's social media accounts.

## **I. AUTHORITY**

Section 282.318, Florida Statutes, Security of data and information technology

Chapter 74-2, Florida Administrative Code, Information Technology Security

## **II. RELATED POLICIES**

MP 3.06, Disciplinary Process

MP 3.08, Ethics and Personal Responsibility

MP 8.01, Information Technology Security

MP 8.05, Web Content Management

FHP Policy 15.02, Social Media

## **III. DEFINITIONS**

A. Content – Digital text, visual, video or audio files that are part of a social media post.

B. Content Management – Oversight of the department's official digital content. Digital content may be in the form of text, photographs and multi-media files. The stages in digital content management are: 1) creation; 2) editing; 3) publishing/posting; 4) monitoring and updating; and 5) archiving/removal.

C. Social Media – Category of internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, Instagram, LinkedIn), microblogging sites (Twitter, Nixle), photo and video sharing sites (Flickr, YouTube), blogs and news sites (Digg, Reddit).

D. Social Media Identity – Online persona or identity that is a presentation or representation of the department.

## **IV. POLICY**

All social media content must be relevant and consistent with the department's mission, vision, goals and objectives and promote a positive image. Social media posts by the department provide an opportunity to reach and engage Floridians, visitors and other

<b>Executive Director</b> SIGNED ORIGINAL ON FILE	<b>Origination Date</b> 09/05/2017
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stakeholders, and provide them with information. Social media identities that represent the department must be approved by the Office of Communications. Only authorized members may post social media content to official department social media accounts. Misuse of social media, including but not limited to, accounts created without the express consent of the Office of Communications, may result in disciplinary action including loss of access to the account.

## V. ROLES AND RESPONSIBILITIES

### A. Communications Director or Deputy Communications Director (designee)

1. Approves all materials/content for the social media accounts.
2. Approves creation of all social media accounts/pages.
3. Approves creation of all department social media identities.
4. With input and recommendations from Division Directors, approves members that may post social media content.

### B. Florida Highway Patrol (FHP) Chief of Public Affairs or designee

1. Creates and manages FHP social media accounts.
2. Must select Public Affairs Officers (PAOs) and other specifically designated personnel that may post social media content to FHP accounts.
3. Approves materials and content for FHP accounts.

For additional policy information, roles, responsibilities and procedures for FHP social media, see FHP Policy 15.02.

### C. Division Directors or designees

1. Must select members and subject matter experts as points of contact to provide social media content related to their division.
2. Must consult with the Office of Communications for guidance on division content.
3. Review and approve proposed posts composed by division points of contact and/or the Office of Communications.
4. Ensure division content adheres to the policies, standards and procedures.
5. Must provide content on a regular basis as determined with the Office of Communications.

### D. Office of Communications

1. Responsible for oversight of all department social media pages.
2. Responsible for development and maintenance of standards and procedures for social media content.
3. Creates and maintains all accounts and pages for social media.
4. Reviews and approves all content for the department's official social media accounts.

STATE OF FLORIDA  
Department of Highway Safety and Motor Vehicles

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5. Composes draft posts of content submitted by divisions' points of contact.
6. Monitors social media accounts and responds to direct messaging.
7. Coordinates efforts with the Information Systems Administration (ISA) for the management of the information technology (IT) resources and security policies that support the department's social media accounts.
8. Monitors department social media to ensure content is consistent with the department's mission. Any inappropriate comments will be removed in a timely manner.
9. Maintains the accounts of members authorized to post content to a social media account.
10. Manages and maintains the accounts of approved vendors authorized to post content to a social media account.
11. Responsible for creating and maintaining social media content, including materials and information submitted by divisions.
12. Reviews all content to ensure it adheres to the policy.

## **VI. PROCEDURES**

Please see the Procedures for Social Media Management and the Style Guide for Department Social Media for guidelines on posting content to the department's various social media platforms.