

TOWN OF LAUDERDALE-BY-THE-SEA SOCIAL MEDIA POLICY

This Social and Digital Media Policy (the "Policy") establishes guidelines for the Town of Lauderdale-By-The-Sea (the "Town") maintained social media sites, pages, and posts on social media networks, including but not limited to Facebook, Instagram, Twitter, YouTube, and NextDoor. The primary goal of the Town's use of digital and social media platforms is to increase public awareness of the Town's programs, policies, and services.

The Town recognizes and appreciates the rights of all members of our online community to free speech and freedom of expression. All comments posted to any of the Town's digital and social media pages are regularly monitored by administrators. While comments will not be edited by Town personnel, a comment may be hidden from public view or may be deleted if it violates this Policy. The Town reserves the right to take other actions in order to ensure compliance with this Policy.

Comments from the public should be directly related to the posts. Town-administered digital and social media accounts are not meant for comments that do not directly relate to the purpose or topic of the digital and social media content. The Town's digital and social media pages are intended to be used for informational purposes only. If a user wishes to contact the Town Commission or Administration or to request Town services, the user should visit the Town's official website: <https://www.lauderdalebythesea-fl.gov/> or call Town Hall directly at (954) 640-4200.

When following and engaging with content on the Town's digital and social media pages, users agree to the terms of this Policy and to only post comments that are consistent with this Policy and related to the Town's postings. The following are prohibited on all Town maintained digital and social media pages:

- The use of obscene, crude, defamatory, threatening, sexually indecent, or harassing language.
- Personal attacks of any kind or offensive comments that advocate unlawful discrimination on the basis of race, creed, color, national origin, age, religion, gender, sexual orientation, marital status, physical, or mental disability.
- Comments or content advocating for, or depicting, illegal activity.
- Personally identifiable information such as social security numbers and dates of birth.
- Material of a sexually indecent nature.
- Statements that endanger public health, safety and security or statements that encourage, provide advice for or solicit the commission of a criminal act.
- Content that violates intellectual property or copyright laws or posting of material that violates copyrights or trademarks of others.

- Promotion or advertisement of a business or commercial transaction not authorized by the Town.

Town maintained digital and social media sites and pages are a limited public forum. Any content posted is subject to public records retention and disclosure pursuant to Florida law.

Opinions expressed by visitors to this page do not necessarily reflect the opinions of the Town, nor the opinions of any of the Town's elected officials or employees.

Users are subject to the host site's Terms of Use. Any user in violation of the applicable Terms of Use will be reported. For more information, consult the host website's Terms of Use directly.

This Policy is subject to amendment or modification by the Town at any time.