

PROCEDURE

Series:	Public Relations	COA: RPM 6.05 CFOP:
Procedure Name:	Social Media Communication/Interactions, Electronic Communication and Mobile Devices	
Procedure Number:	PBR-3009	
Reviewed Date:	02/19/13, 08/05/14, 10/13/16, 10/04/2019	
Revision #/Date:	NA	
Effective Date:	02/19/13	
Applicable to:	Brevard Family Partnership Family of Agencies (BFP FOA), Brevard C.A.R.E.S., Family Allies and The National Center for Innovation and Excellence board members and staff	

PURPOSE: BFP FOA acknowledge that the use of the Internet and social media are important and widely used tools for both business and personal communication. The purpose of this procedure is to establish guidelines for the interaction of board members, volunteers, and employees on social media or other electronic/Internet sites, electronic communication and any other electronic device as it relates to the business operations and interests of the BFP FOA.

This procedure applies to all forms of social media interaction including but not limited to those identified in the definitions section below. The BFP FOA support the use of authorized social media sites as complementary and timely methods for communicating with its publics and stakeholders.

PROCEDURE:

References: BFP Policies/Procedures: GOV 001, GOV 002, GOV 008, GOV 018, IT 807, IT 808, IT 814, OP 1122, OP 1145, PBR 3007, RQ 501, - Brevard C.A.R.E.S. Policies/Procedures: GOV BC 1011, OP BC 1000, OP BC 1020, RQ BC 1001, HR2211, Brevard Family Partnership Employee Handbook

Definitions:

Blog: A type of website usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as photographs, graphics or video.

Electronic Device or Equipment: A device that accomplishes purposes electronically, usually for transmission and/or processing of analog or digital data. This includes, but is not limited to, computers, mobile phones, and tablets.

Electronic Communication: Any communication through an electronic medium or device. This includes, but is not limited to, communication through mobile devices, digital devices, text messages, emails, websites, and social media.

Social Media & Network Sites: Websites that allow for the exchange of digital words, sounds, videos and pictures between users on the Internet, such as blogs, social networking sites or Wiki. Popular social media sites include but are not limited to Facebook, Twitter, LinkedIn, Craig's List, Instagram, Pinterest, You Tube and blogs. Other similar sites of services developed in the future shall be included in this policy.

Guidelines for Use of Social Media, Electronic Communication and Devices:

1. Terms of Use: Any and all users of Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence social media and networking sites and electronic devices must abide by and understand the following terms of use:
 - A. All posts may be subject to disclosure under the Florida public records law.
 - B. All electronic communication may also be subject to disclosure under the Florida public records law.
 - C. Any electronic communication transmitted through use of Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence owned devices should be used to conduct official company business.
 - D. No material or information classified as "confidential" shall be shared, posted or uploaded to social media sites. Confidential information refers to records or individually identifiable data that are by law not subject to public records disclosure such as social security numbers, medical records, dependency case records, etc. See Brevard Family Partnership's Covered Data Policy & Procedure IT-814 and OP-1026 Confidentiality of Case Records.
 - E. Posts and electronic communication through agency owned devices shall not support or appear to support or imply the endorsement of any elected public official, political candidate, political cause, party, referendum issue whether federal, state or local government.
 - F. No copyrighted, trademarked proprietary materials, documents, logos, or graphics may be shared, loaded or posted without the express written permission or approval from an authorized agent for the owner, organization or business obtained by and kept on file with Brevard Family Partnership's FOA Administration Department.
 - G. Any other posts which violate intellectual property or privacy rights and company or individual are prohibited unless the express written permission or approval from an authorized agent for the owner, organization or business obtained by and kept on file with Brevard Family Partnership's FOA Administration Department.
 - H. Comments or statements which could be considered personal in nature, objectionable, inflammatory, abusive, insulting, humiliating, obscene, profane, harassment, inappropriate or violate the public trust of Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies and The National Center for Innovation and Excellence; employees, vendors, suppliers, business partners and competitors are prohibited.
 - I. Materials and information which may be construed as discrimination or harassment based on race, color, national origin, religion, sex, sexual orientation, age disability or any other legally protected characteristic is prohibited.

2. Use of Personal Social Media, Networks & Electronic Communication
Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence encourage all employees to be mindful when using personal social media sites and personal electronic communication. All employees should be aware that they are responsible for the content they publish and should show respect for the individuals and communities with which they interact.
 - A. As employees, contractors and vendors, Section 2 applies when posting to Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence social media sites.
 - B. The use of personal social media site or personal electronic communication to discuss Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence business may result in the creation of a public record.
 - C. Any off-duty social media activity or electronic communication which presents a conflict of interest and any defamatory statements about Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence, their vendors, contractors or customers, competitors or current or former personnel are discouraged.
 - D. In posting information on personal social media sites, employee, contractor or vendor may not present themselves as an official representative or spokesperson for Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence.
 - E. When using these personal social media sites, board members and employees must use their personal e-mail address rather than their work address, as their primary means of identification.
 - F. Any employee found to have violated this Procedure may be subject to loss of access to agency-owned computers, telecommunication services and Wide Area Network privileges or disciplinary action, up to and including termination.
3. Board members cannot post any comment or content to any Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence social media site that is responsive to comments or content of another Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence board member for subject matters that may have the probability of coming before the entire Board of Directors or a committee. Board members also cannot engage in private discussions with other board members about board business through any electronic communication. Such comments or contents could be construed as a violation of State Sunshine Laws.
4. Standards
 - A. The BFP website (www.brevardfp.org), Brevard C.A.R.E.S. (www.brevardcares.org), Family Allies (www.familyallies.org) and The National Center for Excellence (www.ncfie.org) are the official agency Internet sites. BFP may arrange for or provide for other websites, media, etc. to be used in conducting business (collectively, the "Site").
 - B. Social media sites concerning these aforementioned organizations shall only be used to provide information regarding official business.
 - C. It is strictly prohibited for any employee to use a Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence-authorized social media site for personal use.
 - D. Employees are authorized to use social media during working hours as necessary to accomplish assigned duties.

- E. Employees, contractors and providers, or any organization listed in Section 4.A shall not respond directly to any social media posting by entering comments from their personal media site. Responses, questions or comments to those who have posted to an organizational web or social media site must be coordinated with and posted by the Senior Executive of Public Affairs or Office of the CEO.
 - F. The Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies and The National Center for Innovation and Excellence Chief Executive Officer, BFP Senior Executive of Public Affairs, or a designee shall have the right to restrict or require the removal of any content on the social media site that is in violation of this Procedure's Terms of Use or other policy, procedure, federal, state or local law, or is otherwise not in the best interest of the Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies and The National Center for Innovation and Excellence.
 - G. The Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence Chief Executive Officer, and Senior Executive of Public Affairs or a designee shall have the right to block access to any user who repeatedly violates or shows disregard for the Terms of Use, other BFP policy, federal, state or local law, or is otherwise not in the best interest if the organizations.
 - H. Content concerning official business that is removed must be digitally retained, stored and timely disposed of in the manner required to meet the requirements of applicable public records laws.
 - I. The Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, or The National Center for Innovation and Excellence CEO, in conjunction with the or BFP Senior Executive of Public Affairs, may establish procedures authorizing BFP social media sites, as needed.
 - J. Use of the organizational logo, photos and graphics shall be in compliance with most recent approved Style Guides and must be approved by the Administration Department.
 - K. No copyrighted material shall be shared, posted or uploaded on any social media site authorized under this Procedure unless an active, legitimate license for such purpose or consent of the author has been obtained.
 - L. Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence encourage transparency and honesty in all communications. Be careful to reflect the diverse set of customs, values, and points of view that exist among publics, audiences and stakeholders.
 - M. Quickly respond to your own mistakes by modifying posts, removing materials or taking the proper actions to provide clear, accurate and valuable information.
 - N. Immediately report all violations of this policy to your supervisor and the Human Resources Manager.
5. Administration: The Public Affairs Department is responsible for the administration, updating and monitoring of the Site. The Senior Executive of Public Affairs or designee will serve in the role of "Site Administrator."
- A. The Site Administrator shall not reveal an account password or allow another to post content on the site unless the individual is approved for such purpose.
 - B. All information posted to any social media must be in compliance with applicable rules, policy and terms of use.
 - C. It is the responsibility of the Administrator to retain, store and dispose of all content created and received relating to Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence business, so as to ensure compliance with applicable rules contained in the "Reference" section of this policy. Specifically, the Administrator shall keep a record of all posts, direct messages, tweets, re-

- tweets, responses, or replies made by the Administrator. The Administrator must configure the account settings or use a service which either delivers the content to a BFP e-mail mailbox or to a database/software program designed to provide records management.
- D. To encourage public participation, the Administrator shall set any privacy settings on social media sites so the content on the site is as open and available to view by as many members of the general public as possible.
 - E. All content posted on the Site and all responses to a user of the Site shall be factual, accurate, and in compliance with all BFP policies. The Administrator shall seek assistance before offering advice, support or comment on any topic that falls outside the Administrator's duties or responsibilities.

Guidelines for use of Mobile Devices

1. Usage: Depending upon the job position, some employees will be paid a stipend for use of conducting agency business activities on a personal mobile phone and some employees will be issued agency equipment for conducting agency business activities. Any employee of Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence who is issued a cellular phone or other mobile device shall use the phones or mobile device for business use. Mobile devices will be monitored on a monthly basis. Access to the telephone numbers which have been dialed by the employee may be requested when non-compliant activity has been detected. Emails and text messages may also be monitored or requested, if warranted.

2. Driving: Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence has a zero-tolerance policy regarding using a cellular phone while driving. For the safety of our employees and others it is imperative that you pull over and stop at a safe location to dial, receive or converse on the cellular phone in any way. Any other mobile device activity that prevents an employee from focusing on driving such as surfing the internet, text messaging, checking email, use of applications, or other activities, is prohibited.

This procedure may be updated at any time, without notice and each time a user accesses a social networking site, the new policy will govern usage, effective upon posting. To remain in compliance, Brevard Family Partnership, Brevard C.A.R.E.S., Family Allies, and The National Center for Innovation and Excellence suggest that you review this procedure, as well as any other communication policies, at regular intervals. By continuing to post any content after such new terms are posted, you accept and agree to any and all such modifications to this Policy.

Employees who violate this operating procedure will be subject to disciplinary action, up to and including termination of employment.



BY DIRECTION OF THE CHIEF EXECUTIVE OFFICER:

A handwritten signature in blue ink that reads "Philip J. ScarPELLI".

PHILIP J. SCARPELLI
Chief Executive Officer
Brevard Family Partnership

APPROVAL DATE: 2/3/2020