



Lehigh Acres Fire Control and Rescue District

Standard Operating Guideline

100.09.00

Date Adopted: December 18, 2019

Date Last Revised: New

Revision Number: New

Issued By: Assistant Chief Ralph Ketron

Approved By: Fire Chief Robert DiLallo

Effective: December 18, 2019

Total Pages: 5

District Social Media Platform

Purpose: To establish a Lehigh Acres Fire Control and Rescue District (herein referred to as District) social media guideline, to mitigate all associated risks related to social media. This guideline is also intended to protect the District, its property and image, as well as establish terms related to public interaction on District social media platforms.

Scope: This guideline is to be utilized by anyone who visit's the Districts social media sites.

Authority: LAFCRD Administration.

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100.09.01 – Social Media Guidelines and Terms / Rules of Use:

- 01.1.) By using any social media platform of the District, an individual is participating by their own choice in the District's social media platform and is required to take personal responsibility for their use, including their comments, their username and any information they provide on the District's social media platform.
- 01.2.) The District maintains a social media program: for the purpose of engaging and interacting with the District's community; for the purpose of providing relevant and timely community news, information and descriptions of events; for the purpose of

distributing fire prevention and public safety tips; and, for the purpose of providing urgent notifications of critical incidents.

- 01.3.) Communicating with the District through the District’s social media enables an individual to contact the District in a direct and meaningful way. If an individual wishes to use a social media platform of the District’s, the individual, by using the District’s social media platform, is agreeing to abide by the District’s Social Media Guidelines and Terms/Rules of Use (“Guidelines”), as an initial and ongoing condition of the use of the District’s social media platform.

100.09.02 – Limited Public Forum:

- 02.1.) All social media platforms used by the District are designated as Limited Public Forums and are subject to the control of the District. Posting of any content on any social media platform of the District by any visitor, follower, subscriber or fan, constitutes the user’s agreement and acceptance of the terms/rules of use described in this Social Media Guidelines document and any other directive of the District.
- 02.2.) For purposes of this Social Media Guidelines document, a social media platform of the District is the website or app offered by the District to the public to provide audio, video, still-photo or written communication between the District, the social media user and other individuals. Examples of social media platforms the District may use include Facebook, Twitter, YouTube, Instagram, LinkedIn, website blogs with commenting capabilities, forums, and emergency notification services.
- 02.3.) The definition of “content” as used in this Social Media Guideline refers to any communication, including copy, photos, graphics, videos, live-video streams, comments or any other form of communicative content exchanged between parties.

100.09.03 – Emergency or Non-Emergency Requests for Fire Control or Rescue Assistance:

- 03.1.) The posting of requests for fire control or rescue assistance, regardless of whether it is of an emergency or non-emergency nature, is discouraged and will not guarantee a response by the District or any emergency service provider. In case of an emergency, or if the District’s assistance is needed, please dial 911.

100.09.04 – Public Records Laws:

- 04.1.) Florida has a very broad definition of which communications constitute a public record that is subject to Florida’s public records law that is subject to disclosure to others upon the making of a public records request. If an individual does not want their social media post, comment or identifying information released to others in response to a public records request, the District’s social media platforms should not be used. Please note, under Florida law, email addresses are defined as a public record; therefore, if an individual does not want their email address released in response to a public records request, an email should not be sent to the District or the District’s social media

platforms. Anyone who uses the District's social media platforms should expect that their communication on the District's social media platforms is a public record as defined by Florida law and that the communication posted to the District's social media platform is going to be treated as a public record including being retained by the District for a period of time as prescribed by Florida law even if a communication that has been placed on the District's social media platform is deleted from the social media platform.

100.09.05 – Endorsements:

05.1.) "Friending" or "Liking" the District, or anyone affiliated with the District, does not indicate an endorsement of their actions or comments. A communication posted on any District social media platform is the opinion of the individual making the post or comment only. Publication of a communication (comment) does not imply the endorsement of, or agreement by, the District, nor do such comments necessarily reflect the District's opinions or policies.

100.09.06 – Moderation of Content:

06.1). The District's social media platforms are intended to be "family friendly." When applicable, the District uses content moderation/filtering options to limit unacceptable, including foul or obscene, content. The District does not actively monitor the District's social media platforms; therefore, the District will remove inappropriate content whenever the District becomes aware of inappropriate content on the District's social media platforms.

06.2). Social media content, including social media content containing any of the following forms of social media content, shall not be allowed and may be removed by the District, in the District's sole discretion, without notice:

- 1) Comments not related to the original topic, including random or unintelligible comments;
- 2) Profane, obscene, or pornographic content and/or language;
- 3) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- 4) Defamatory or personal attacks;
- 5) Threatening to humiliate or assault others including other participants or page administrators;
- 6) Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- 7) Content or conduct that is a violation of any federal, state or local law;
- 8) Encouragement of illegal activity;
- 9) Information that may tend to compromise the safety or security of the public or public systems;
- 10) Content that violates a legal ownership interest, such as a copyright, of any party;
- 11) Harassment or content which constitutes and/or facilitates stalking;
- 12) Content which violates the right to privacy;

- 13) Encouragement of violence;
- 14) Repetitive content (spam or flooding posts with off-topic, irrelevant messages)
- 15) Content that may reasonably interfere with, inhibit, or compromise law enforcement investigations, the response of first responders to incidents and/or the safety of first responders.
- 16) Content that contain any external links.
- 17) Any other content the District determines should be removed in the District's sole discretion.

06.3.) If anyone sees a violation of the District's Social Media Guidelines, they can report the violation to the District.

100.09.07 – Users Responsibilities:

- 07.1.) Users of the District's social media platforms are responsible for complying with the requirements of the District's Social Media Guidelines and for periodically re-reading the District's Social Media Guidelines to ensure continued compliance with the Social Media Guidelines since the Social Media Guidelines are subject to unilateral change by the District and may be altered or amended by the District, as necessary, in the District's sole discretion.
- 07.2.) By placing content, including posting or commenting, on any social media platform of the District, users agree NOT to use the social media platforms of the District in violation of these Guidelines or any applicable law, or any other directives of the District. In particular, the social media platforms of the District shall not be used: for the purpose of inciting others or appealing to others to leave the District's social media platforms; for the purpose of posting fraudulent, libelous, or abusive content relating to anyone else, including the District's representatives; or, for the purpose of posting derogatory comments aimed at the District or individual members of the District or at members of the communities that the District serves. In addition, it is a violation of the District's Social Media Guidelines for anyone to use any social media platform of the District to share any content which infringes upon the District or upon any third party's rights, including intellectual property rights.
- 07.3.) Being a resident in the District or a property owner in the District does not entitle an individual to any special rights or privileges. The use of any social media platform of the District is a privilege and does not create any property rights, including any intellectual property rights, in favor of the user or anyone else and does not entitle the user to any future use rights of any social media platforms of the District.

100.09.08 – Corrective Actions and Penalties:

- 08.1.) The District, in the District's sole discretion, can restrict or prohibit the use of any social media platform of the District by anyone, including anyone who has violated the District's Social Media Guidelines, up to and including the banning of anyone from the use of the District's social media platform The District may consider issuing a warning

message to a user before a user is restricted or banned from using any social media platform of the District; however, the District is not required to do so.

- 08.2.) The District and the District's representative shall not be held liable for any user's actions toward another user or for a failure of the District to strictly enforce any aspect of the District's Social Media Guidelines. A failure by the District to strictly enforce any aspect of the District's Social Media Guidelines at the time of a violation of the Guidelines does not prevent the District from strictly enforcing any aspect of the District's Social Media Guidelines at a future point in time.

Questions or concerns regarding the District's Social Media Guidelines or activity can be forwarded to the District Fire Chief, or their designee, in writing. The email address that can be used is firerescue@lehighfd.com.