

RESOLUTION NO. 2026-3585

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, APPROVING AND ADOPTING A TOWN OF SURFSIDE SOCIAL MEDIA POLICY, A TOWN OF SURFSIDE GAZETTE POLICY, AND TOWN OF SURFSIDE MEDIA POLICY; REPEALING RESOLUTION NO. 2025-3367 AND PRIOR RESOLUTIONS OR POLICIES IN CONFLICT; PROVIDING FOR IMPLEMENTATION AND AUTHORIZATION; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on January 14, 2025, the Town of Surfside ("Town") adopted Resolution No. 2025-3367, amending and adopting a Uniform Social Media and Media Inquiry Policy for the Town (the "2025 Social Media Policy"); and

WHEREAS, the Town Commission desires to rescind the 2025 Social Media Policy, and adopt the following updated policies and procedures pertaining to social media, The Gazette publication and media inquiries: (i) Town of Surfside Social Media Policy, in substantially the form attached hereto as Exhibit "A"; (ii) Town of Surfside Gazette Policy, substantially in the form attached hereto as Exhibit "B"; and (iii) Town of Surfside Media Policy, in substantially the form attached hereto as "C" (hereinafter, collectively the "Policies"); subject to any non-substantive changes as may be directed and approved by the Town Manager and Town Attorney; and

WHEREAS, the Town Commission further desires to rescind and repeal the 2025 Social Media Policy and any other conflicting Resolutions, policies and/or administrative policies and procedures; and

WHEREAS, the Town Commission finds that adoption of the Policies is in the best interests of the Town.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, AS FOLLOWS:

Section 1. Recitals. The above-stated recitals are true and correct and are incorporated herein by this reference.

Section 2. Adoption and Approval of Policies. The Town of Surfside Social Media Policy, in substantially the form attached hereto as Exhibit "A," the Town of Surfside Gazette Policy, substantially in the form attached hereto as Exhibit "B", and the Town of Surfside Media Policy, in substantially the form attached hereto as "C" are hereby adopted and approved, subject to any non-substantive changes as may be directed and approved by the Town Manager and Town Attorney.

Section 3. Rescinding Resolution No. 2025-3367 and 2025 Social Media Policy; Conflicts. Resolution No. 2025-3367 and the 2025 Social Media Policy are hereby repealed in their entirety, and all resolutions or parts of resolutions, policies, and/or administrative policies and procedures in conflict herewith are repealed to the extent of such conflict.

Section 4. Implementation; Authorization. That the Town Manager and Town Officials are hereby authorized to take any and all actions which are necessary to implement the Policies and the purposes of this Resolution.

Section 5. Effective Date. This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED this 13th day of October, 2026.

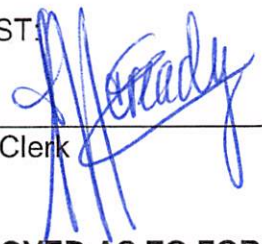
Motion By: Commissioner Weingot
Second By: Mayor Danzinger

FINAL VOTE ON ADOPTION:

Commissioner Andrea Travani	<u>Yes</u>
Commissioner Gerardo Vildostegui	<u>Yes</u>
Commissioner Dovid Weingot	<u>Yes</u>
Vice Mayor Dayana Benmergui	<u>Yes</u>
Mayor Shlomo Danzinger	<u>Yes</u>

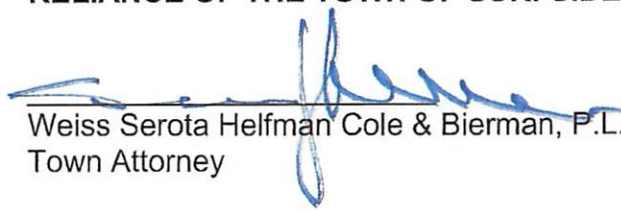

Shlomo Danzinger, Mayor

ATTEST:


Town Clerk



**APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE AND
RELIANCE OF THE TOWN OF SURFSIDE ONLY:**


Weiss Serota Helfman Cole & Bierman, P.L.
Town Attorney

Town of Surfside Social Media Policy

Purpose

To establish responsibilities, procedures, and guidelines relating to the Town of Surfside's use of social media.

Policy Statement

The Town of Surfside will utilize social media to create an official presence on various channels and platforms to disseminate information to residents, business owners, visitors, and the broader public. The use of social media should help promote the Town's image, brand, initiatives, and achievements, as well as help quickly disseminate information as necessary.

Responsibilities

The Town Manager (or designee) will:

- Approve the Town's participation in any social media platform.
- Grant Town staff and/or vendors access to maintain the Town's social media accounts.

Department directors (or designee) must:

- Work with the Town's communications staff and vendors to provide content for social media posts related to their department.
- Respond in a timely manner to communications staff inquiries with relevant information for use on social media.

The IT Director will:

- Ensure proper archiving of social media content for the purpose of public records compliance.

Communications Staff and/or Vendors will:

- Manage the Town's social media accounts and their content.
- Update the Town's use of social media policy as needed.
- Follow best practices while also testing innovative strategies responsibly.
- Make responsible decisions about content creation and publication.
- When reasonable and/or necessary, respond to relevant questions and comments sent via direct message or posted on the Town's posts or pages.
- Post information in a timely manner.
- Seek authorization from the Town Manager (or designee) before publishing anything that is out of line with the Town's usual posts.

Procedure for Requesting New Social Media Presence

- If there is a question related to what is or is not social media, it must be submitted to the Town Manager (or designee) for clarification PRIOR to taking any action that might violate Town policy.

- Requests to establish an official Town presence on a social media platform should be routed through the top Town staff member or vendor in the Communications Department.
- The top Town staff member or vendor in the Communications Department will review any requests and make recommendations to the Town Manager for final approval.
- Upon written approval from the Town Manager, the Communications Department will work with the requesting department to establish any new social media presence.

Guidelines for the Town's Use of Established Social Media

- Town accounts on social media should link to the Town's official website where appropriate.
- Responses to questions and/or comments on social media should be accurate and concise and adopt an appropriate tone based on the topic and inquiry. Responses must always maintain a proper tone, which may sometimes be playful rather than formal.
- Any employee or vendor granted access to social media must receive and acknowledge that they have read the Town's social media policy.
- Social media posts should promote a positive image of the Town.
- The Town's Communications Department should use its best judgment to follow accounts that are relevant to municipal government and/or Surfside, including but not limited to elected officials, vendors, local businesses, news outlets, and journalists.
- Social media posts should use appropriate and relevant hashtags.
- Social media posts should tag and/or collaborate with relevant accounts, including, but not limited to, the Town's elected officials, vendors, and/or local businesses.
- General election information, such as election dates, outcomes, voter registration, and voting, may be shared.

When Representing the Town via Social Media, staff/vendors shall:

- Conduct themselves in accordance with the standards set in the Town's social media policy.
- Only share links to websites that are safe and reliable.
- Only make posts that support the Town's mission, initiatives, and communications strategy.
- Exercise good and reasonable judgment in displaying seals, logos, badges, uniforms, equipment, or any other symbol associated with the Town.
- Use only photographs and graphics that the Town owns or is licensed to use, with credit given where required.
- Comply with all applicable laws when posting photographs.

Staff and vendors shall not post content that:

- Includes profanity, ethnic slurs, threats, or defamation.
- Discriminates against any person based on race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, gender identity, gender expression, sexual orientation, or actual or perceived status as a victim of domestic violence, dating violence, or stalking.
- Reveals sensitive personal information of any person, or information that is confidential or exempt from public disclosure under Florida law.

- Identifies a crime victim, unless the victim has already been publicly identified or has consented to being named (or, for a minor, a parent or guardian has consented).
- Reveals information that could be used to locate or harass a crime victim.
- Reveals sensitive or confidential information about investigations or police tactics, or that could compromise officer safety.
- Is sexually explicit, or violates the Town's policies on workplace violence or sexual harassment.
- Promotes violence or any illegal behavior.
- Violates any copyright, trademark, or other legal restriction.
- Supports or opposes any candidate or ballot measure.

Town Posts; No Criticism of the Town

The Town's social media accounts are maintained with public funds and exist to inform the public about the Town's services, programs, and initiatives. The Town will not spend public funds to criticize itself. Accordingly:

- Staff and vendors shall not post content on behalf of the Town that criticizes, disparages, or argues against any Town official or employee, or any Town policy, program, or initiative.
- This provision does not prohibit accurate, factual reporting on Town business, including Commission votes and dissenting votes, project schedules and costs, audit results, and service disruptions, presented in a neutral and factual manner.
- This provision applies only to content posted by the Town. It does not apply to comments or posts by members of the public and is not a basis for hiding or deleting them.
- Nothing in this policy limits the right of any person, including residents, employees, and elected officials, to express their views about the Town, including criticism, through their own means and at their own expense.

Procedures for Content Approval

- All content should be approved by an authorized staff member or vendor, including relevant department heads.
- Non-emergency content should be reviewed by at least one person who was uninvolved in its creation to spot errors and typos.
- Emergency posts may be made without review as long as the Town Manager has deemed the situation an emergency. An emergency situation for these purposes does not require the Town to be in a state of emergency.
- All social media content should be retained in accordance with applicable public records laws.

Procedures for Inappropriate Comments or Posts by the Public:

- Comments or posts should only be hidden under the following circumstances:
 - Obscene or explicit comments, as well as comments that are abusive, threatening, hateful, or intended to defame anyone or any organization, or comments that suggest or encourage illegal activity.

- Content that promotes, fosters, or perpetuates discrimination based on race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, gender identity, gender expression, sexual orientation, or actual or perceived status as a victim of domestic violence, dating violence, or stalking.
- Content posted by an account whose profile picture or avatar, username, or email address contains any of the aforementioned prohibited content.
- Solicitation or advertisements are prohibited. This includes promoting or endorsing any financial, commercial, or non-governmental agency. Similarly, attempts to defame or defraud any person or financial, commercial, or government agency are not permitted. Information intended to compromise the safety or security of the public or public systems is prohibited.
- The Town may, at times, post content that promotes local events and/or businesses.

Policy Violations & Disclaimer

Concerning the use of the Town's social media accounts, the Town has the right to monitor and review the activities of employees to ensure that they adhere to the Town's policies.

Any employee found engaging in practices that violate this policy may be subject to disciplinary action, which may result in the termination of system access, employment, and/or criminal prosecution, if applicable.

Those who post comments on the Town's site do so at their own risk and are personally responsible for their comments, username, and/or any information provided.

All comments are subject to Florida's public records law.

Town of Surfside Gazette Policy

Purpose

To establish responsibilities, procedures, and standards for the content, production, and advertising of the Surfside Gazette, the Town of Surfside's monthly print publication.

Policy Statement

The Surfside Gazette (the "Gazette") is an official publication of the Town of Surfside. It is produced with public funds and mailed to residents to inform them about Town services, programs, events, initiatives, and the actions of the Town Commission. The Gazette is government speech. The Town retains sole editorial control over its content, and the Gazette is not a public forum for the expression of views by residents, organizations, advertisers, or other outside parties.

Definitions

- **Gazette:** the Surfside Gazette, in print and in any electronic edition published by the Town.
- **Town Content:** all content in the Gazette other than paid advertising and Elected Officials' Messages and content, including articles, notices, calendars, photographs, graphics, and messages from the Town Manager or Town staff.
- **Elected Officials:** the Mayor, Vice Mayor, and Commissioners of the Town of Surfside.
- **Editor:** the Town staff member designated by the Town Manager to manage the Gazette.

Responsibilities

The Town Manager (or designee) will:

- Designate the Editor and approve any vendors that support the design, printing, mailing, or advertising sales of the Gazette.
- Approve content identified as sensitive under this policy.
- Give final approval of each issue before it is sent to print.

The Editor and Communications Department will:

- Plan, write, edit, and assemble each issue in accordance with this policy and the Town's style guide.
- Maintain a production calendar with deadlines for content, advertising, review, and printing.
- Confirm the accuracy of all content with the responsible department before publication.
- Apply the advertising standards in this policy consistently and keep a written record of any advertisement that is rejected and the reason.

- Coordinate review by the Town Attorney when required by this policy.
- Retain Gazette records in accordance with applicable public records laws.

Department directors (or designee) must:

- Provide accurate and timely content related to their department by the deadlines in the production calendar.
- Review and confirm the accuracy of content about their department before publication.

The Town Clerk will:

- Provide or confirm all election-related information, including election dates, qualifying periods, and voter information.

The Town Attorney will:

- Review content concerning elections or pending litigation, and any other content referred by the Editor or the Town Manager.

Vendors supporting the Gazette must:

- Comply with this policy and with the public records requirements of their contracts under section 119.0701, Florida Statutes.

Content Standards

All Town Content shall:

- Be accurate, factual, and current as of the publication deadline. Time-sensitive information should direct readers to where they can find current information, such as the Town's website or social media accounts, a Town department phone number, or the website of a partner agency or event organizer.
- Support the Town's mission, initiatives, and communications strategy.
- Use official names and titles consistently, in accordance with the Town's style guide.
- Use only photographs and graphics that the Town owns or is licensed to use, with credit given where required.
- Reflect good and reasonable judgment in displaying seals, logos, badges, uniforms, equipment, or any other symbol associated with the Town.
- Comply with all applicable laws when publishing photographs.

The Gazette shall not publish content that:

- Includes profanity, ethnic slurs, threats, or defamation.
- Discriminates against any person based on race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, or sexual orientation.
- Reveals sensitive personal information of any person, or information that is confidential or exempt from public disclosure under Florida law.

- Identifies a crime victim, unless the victim has already been publicly identified or has consented to being named (or, for a minor, a parent or guardian has consented).
- Reveals information that could be used to locate or harass a crime victim.
- Reveals sensitive or confidential information about investigations or police tactics, or that could compromise officer safety.
- Is sexually explicit, or violates the Town's policies on workplace violence or sexual harassment.
- Promotes violence or any illegal behavior.
- Violates any copyright, trademark, or other legal restriction.
- Supports or opposes any candidate or ballot measure.

Town Publication; No Criticism of the Town

The Gazette is paid for with public funds and exists to inform residents about the Town's services, programs, and initiatives. The Town will not spend public funds to criticize itself. Accordingly:

- The Gazette shall not publish content that criticizes, disparages, or argues against any Town official or employee, or any Town policy, program, or initiative.
- This provision does not prohibit accurate, factual reporting on Town business, including Commission votes and dissenting votes, project schedules and costs, audit results, and service disruptions, presented in a neutral and factual manner.
- This provision applies to all Town Content. Paid advertising is governed by the Advertising Standards in this policy, and Elected Officials' Messages are governed by the Elected Officials in the Gazette section of this policy.
- Nothing in this policy limits the right of any person, including residents, employees, and Elected Officials, to express their views about the Town, including criticism, through their own means and at their own expense.

Elected Officials in the Gazette

The following applies to all coverage of Elected Officials:

- Photographs and mentions of Elected Officials should relate to their official duties, including Town events. The extent of coverage may vary based on each official's role, including the Mayor's role under the Town Charter, and on their participation in Town events.
- The Gazette may not be used for campaign purposes, fundraising, or to solicit support for any candidate or ballot measure.

Elected Officials' Messages

- Each Elected Official may submit one message per issue of no more than 300 words by the deadline in the production calendar. Each Elected Official will receive equal space, and the Mayor's message will always appear first.
- Messages must address Town business, the community, or the official's activities as an Elected Official.

- Messages may not include campaign or electioneering content, including solicitations for campaign contributions; content that supports or opposes a candidate or ballot measure; content that is obscene or sexually explicit; information that is confidential or exempt from public disclosure; or content that the Town Attorney determines to be defamatory.
- Messages will be published as submitted, except for corrections of spelling, grammar, and formatting, and the removal of content that does not comply with this section. The Editor will notify the Elected Official of any removal, and the reason, before publication.
- Each message will be published with the following disclaimer: "The comments of any Elected Official in this publication are the opinions of the author and do not represent or reflect the opinions or policies of the Town of Surfside, and do not imply endorsement of, or agreement by, any other member of the Town Commission or Town administration."

Elections

- The Gazette shall not support or oppose any candidate or ballot measure.
- General election information, such as election dates, polling locations, voter registration deadlines, and how to request a vote-by-mail ballot, may be published as provided or confirmed by the Town Clerk.

Local Businesses, Events, and Community Content

- The Town may publish content that promotes local events, organizations, and businesses. Inclusion does not constitute an endorsement by the Town.
- The Gazette does not accept unsolicited articles, letters, or opinion pieces for publication. The Editor may request or select community content, such as event information or recognitions, at the Town's sole discretion. Once published, such content is Town Content.

Advertising Standards

- The Gazette accepts paid advertising to offset its production costs. Advertising space is not a public forum. The Town accepts advertising for commercial goods and services and for the events and programs of nonprofit organizations.
- The Town will not accept advertising that:
 - Supports or opposes a candidate, political party, or ballot measure, or expresses a position on a political or public policy issue, including any matter pending before the Town Commission or a Town board.
 - Is false, misleading, or deceptive.
 - Promotes unlawful goods, services, or activities.
 - Is obscene or sexually explicit.
 - Promotes tobacco, nicotine, or vaping products.
 - Is defamatory or infringes a copyright, trademark, or other legal right.

- Uses the Town's name, seal, or logo in a way that implies Town sponsorship or endorsement, or is designed to resemble Town Content.
- The Town reserves the right to reject any advertisement it deems inappropriate, at the discretion of the Town Manager.
- All advertisements must be clearly identifiable as paid advertising.
- The Editor will apply these standards consistently and will document the reason for any rejected advertisement. An advertiser may request that the Town Manager (or designee) review a rejection.
- Each issue will include the following statement: "Advertisements in the Surfside Gazette are paid. The Town of Surfside does not endorse any advertiser, product, or service."

Sensitive Content

Content on the following topics requires approval by the Town Manager (or designee) before publication:

- Pending or threatened litigation, and personnel matters.
- Police incidents or investigations.
- Development or land use applications pending before the Town Commission or a Town board, which should be limited to factual notices.
- Any other content the Editor believes may be controversial.

Procedures for Content Approval

- Each item of Town Content must be confirmed for accuracy by the responsible department.
- Each issue must be proofread by at least one person who was not involved in creating the content.
- Content concerning elections or litigation must be reviewed by the Town Attorney before publication.
- The Town Manager (or designee) must approve the final proof of each issue before it is sent to print.

Corrections

Errors of fact will be corrected in the next issue and, where practical, in the online edition, with a note that a correction was made.

Online Edition and Accessibility

An electronic edition of each issue will be posted on the Town's website. The electronic edition must meet the web accessibility requirements that apply to the Town under Title II of the Americans with Disabilities Act. Photographs and graphics should include alternative text, and important information should not appear only within an image.

Public Records

All Gazette content, drafts, advertising records, and related correspondence are public records under Chapter 119, Florida Statutes, and shall be retained in accordance with the applicable records retention schedule.

Policy Violations & Disclaimer

Any employee found engaging in practices that violate this policy may be subject to disciplinary action, up to and including termination of employment.

Each issue of the Gazette will identify itself as an official publication of the Town of Surfside.

The Town is not responsible for the policies, practices, products, services, or statements of any business, organization, advertiser, or other third party featured or advertised in the Gazette.

Town of Surfside Media Policy

Purpose

To establish the principles, responsibilities, and procedures that govern how the Town of Surfside communicates with journalists and members of the news media.

Policy Statement

A free press is essential to democracy. Journalists inform residents about the decisions of their government and help hold public institutions accountable. The Town of Surfside appreciates the critical role journalists play and is committed to working with them openly, professionally, and honestly.

Principles

All communication between the Town and journalists will be guided by the following principles:

- **Timely access to public records.** The Town will provide public records in a timely manner, in accordance with Chapter 119, Florida Statutes. The Town will not delay or deny access to public records because of the subject of a story or the identity of the requester.
- **Responsiveness.** The Town will respond to media inquiries promptly.
- **One voice.** The Town will speak through its authorized spokespersons so that the information it provides is accurate, consistent, and clear.

Definitions

- **Journalist:** any person who gathers and reports news for a print, broadcast, digital, or online news outlet, including freelance and independent journalists, and who upholds generally accepted standards of journalism, such as accuracy, fairness, independence, and accountability.
- **Media Inquiry:** any request from a journalist for information, comment, an interview, or access to Town facilities, events, or personnel.
- **Spokesperson:** The Mayor, Town Manager, or any person the Town Manager has designated to speak with journalists/media on behalf of the Town. A designee may be a Town employee or a consultant retained by the Town.
- **Police Spokesperson:** the Chief of Police or the Chief of Police's designee, such as a Police Department Public Information Officer, who responds to Media Inquiries on police matters.
- **Elected Officials:** the Mayor, Vice Mayor, and Commissioners of the Town of Surfside.

Authorized Spokespersons

- Section 9 of the Town Charter provides that the Mayor "shall be considered as the official head of the town for ceremonial purposes." Consistent with that role, the Mayor may represent the Town for media opportunities/inquiries.

- Section 35 of the Town Charter establishes the Town Manager as “the chief executive officer and the head of the administrative branch of the town government.” Accordingly, the Town Manager or the Town Manager’s designee shall be responsible for communicating with media/journalists and speaking on behalf of the Town.
- The Town Manager may designate one or more Spokespersons in writing. The Town Manager or the Town Manager’s designee will respond to Media Inquiries on Town matters, such as development, events, ordinances, resolutions, and Town services.
- Communications between the Police Department and media/journalists shall go through the Chief of Police or the Chief of Police’s designee, such as a Police Department Public Information Officer. The Police Spokesperson will respond to Media Inquiries on police matters, such as investigations, arrests, and public safety incidents. The Chief of Police reports to the Town Manager, and the Police Department’s communications with media/journalists remain subject to the Town Manager’s direction and final authority.
- The Police Spokesperson and the Town Manager’s designee will keep each other informed of Media Inquiries and of any matter of a sensitive nature, so that the Town’s messaging remains consistent.
- The Public Communications Director will maintain a current list of Spokespersons and their contact information and will share it with all Town employees.

Elected Officials

- Elected Officials may speak with the media/journalists. The Town may ask any Elected Official to speak, not to speak, or to deliver a particular message, but the Town does not control what Elected Officials say.
- Unless an Elected Official is delivering a message at the Town’s request, Elected Officials speak for themselves. The Town Manager or the Town Manager’s designee speaks on behalf of the Town.
- Elected Officials are encouraged to share interview requests with the Town Manager or the Town Manager’s designee, so that the Town can provide accurate information and help keep messaging consistent.
- Consistent with Section 14 of the Town Charter, requests by Elected Officials for information or assistance from Town staff in responding to media/journalists should be made through the Town Manager.

Town Employees

- No Town employee is authorized to speak to media/journalists on behalf of the Town without prior approval from the Town Manager or the Town Manager’s designee.
- Employees contacted by the media/journalist shall follow the procedures in this policy and may provide the journalist with the contact information of the appropriate Spokesperson.
- Employees shall inform their supervisor or a Spokesperson if they are contacted by media/journalist or observe journalists asking questions or taking photographs at a Town facility or worksite.

- Employees shall not share confidential or exempt Town information with journalists, including on their personal social media accounts.
- Nothing in this policy prohibits an employee from speaking as a private citizen on a matter of public concern, or from making a disclosure protected by Florida's Whistle-blower's Act, sections 112.3187 through 112.31895, Florida Statutes, or other law. An employee speaking as a private citizen shall not state or imply that he or she is speaking on behalf of the Town.

Procedures for Employees Contacted by Media/Journalists

When the media/journalist contacts a Town employee who is not a Spokesperson, the employee should:

1. Be courteous and professional.
2. Ask for the journalist's name, news outlet, phone number, email address, the subject of the inquiry, and the journalist's deadline.
3. Tell the journalist that the appropriate Spokesperson will follow up as soon as possible.
4. Notify the Town Manager and/or the Town Manager's designee for Town matters, or the Police Spokesperson for police matters, within one hour by phone, text message, or email. Do not refer media/journalists directly to Elected Officials or other employees for comment.
5. Not attempt to answer the journalist's questions or speculate about the subject of the inquiry.

Procedures for Spokespersons

When responding to a Media Inquiry, Spokespersons should:

1. Acknowledge the journalist in a timely fashion and confirm the subject of the inquiry, the journalist's deadline, and any anticipated questions.
2. Gather accurate information from the responsible department. Spokespersons shall never guess or speculate.
3. Respond by interview, whether in person, by phone, or by video, or by written statement, as appropriate. Not every response needs to be in writing. Prepare talking points as needed, and prepare any other person who will speak with the journalist.
4. Obtain Town Attorney review before responding on pending or threatened litigation matters. Consult the Town Manager before responding to any sensitive matter, including personnel matters and police investigations.
5. Not disclose information that is confidential or exempt from public disclosure under Florida law, information about active criminal investigations, or information that could be used to locate or harass a crime victim. When information cannot be shared, explain why rather than simply declining to comment.
6. Share messaging, as appropriate, with employees who receive public inquiries, such as front desk staff and police dispatch.
7. Request in writing a correction when a published or broadcast report contains a factual error about the Town.

8. Keep a record of Media Inquiries and the Town's responses.

The Town Manager, or a person the Town Manager designates, will inform the Mayor and Commission of significant Media Inquiries and share the Town's messaging, so that they are prepared if residents or businesses ask questions.

Public Records Requests from Media/Journalists

- Public records requests from journalists will be handled in accordance with Chapter 119, Florida Statutes, and the Town's public records procedures administered by the Town Clerk. As required by section 119.07(1)(c), Florida Statutes, the Town will acknowledge requests promptly and respond in good faith.
- The Town Manager's designee and the Police Spokesperson will coordinate with the Town Clerk and other records custodians so that requests from media/journalists are fulfilled in a timely manner.

Media Access to Town Facilities and Events

- Media/Journalists are welcome at public meetings and public events, and may photograph and record in public areas. The Town may designate a specific area for media representatives.
- Access to non-public areas of Town facilities, and interviews with Town employees, must be arranged in advance through the Town Manager's designee or the Police Spokesperson.

Crisis and Emergency Communications

During an emergency or crisis, communications with media/journalists will follow the Town's crisis communications plan. The Town Manager may authorize the Town Manager's designee or the Police Spokesperson to release public safety information immediately.

Policy Violations

Any employee found engaging in practices that violate this policy may be subject to disciplinary action, up to and including termination of employment.

Relationship to Other Policies

This policy replaces the Media Inquiries section of the Town's Social Media and Media Inquiry Policy. The Town's use of social media is governed by the Town's Social Media Policy, and employees' personal use of social media is governed by the Town's Personnel Policies and Procedures Manual.