

City of Marathon Communications and Social Media Policy

Ref: City of Marathon Communications and Social Media Policy

Date: 9/2/2025

1. Overview

The Public Information Officer has the ultimate responsibility to ensure all communications from the City of Marathon are done timely, professionally and consistently. This includes press releases, emails, and all content distributed on the Social Media accounts.

This policy sets expectations, standards, guidelines, and requirements for where and how all communications to the public will take place. It serves to provide knowledge not only internally to employees, but also with the general public.

Effective digital communication serves the public through the following objectives:

- A. Delivering timely information to residents regarding city services, programs, and initiatives.
- B. Providing accurate information about municipal operations, policies, and procedures.
- C. Informing residents of important meetings, events, and deadlines.
- D. Enhancing community engagement and increasing the City's visibility.
- E. Promoting transparency in municipal government operations.

2. Policy

The City of Marathon official website, located at www.ci.marathon.fl.us is the City's primary online source for communicating information to the public. The information posted on the City's social media channels will supplement, and not replace, current communications efforts including official notices, press releases, and public meeting announcements.

3. Social Media Accounts

All platforms used for social media are called @cityofmarathonofficial and no other account names will be used. If there are any existing accounts with different names, they will be phased out and/or changed by October 1st, 2025. The City of Marathon may maintain and post information on the following accounts:

1. **Facebook:** @cityofmarathonofficial
2. **Instagram:** @cityofmarathonofficial
3. **YouTube:** @cityofmarathonofficial
4. **NewsBrief:** @cityofmarathonofficial



Additional platforms may be added in the future as deemed appropriate by the Public Information Officer.(PIO)

4. Account Managers

The Public Information Officer designates account managers that have publishing privileges on the @citofmarathonofficial channels. This includes adding, removing and or replacing account managers from various departments such as IT, AV, Park & Rec and other departments. All account managers must acknowledge this policy, and use best practices:.

4.1 - Posts on the accounts must follow the posting calendar determined by the PIO. The calendar may change from time to time and changes will be communicated when they happen. **However, if a post absolutely must go at a different time then what is planned on the calendar, then do it.**

4.2 - With a few exceptions, all content should be posted between 4pm and 6 pm.

4.3 - All posts shall be restricted with limited comments. **There are no exceptions.**

4.4 - During times of emergency, all posts are done by the Public Information Officer.

5. Content Moderation

Since posts will be restricted, account managers must add a venue for residents to reach out with questions:

For Instance PIO posts end like this:,

If you have any questions, please contact :

Carlos Garcia

Public Information Officer

Cell: 305 - 848 - 4731 Email: pio@ci.marathon.fl.us

6. Content Guidelines

Content distributed on City of Marathon social media accounts will include:

6.1 Appropriate Content:

- City services information and updates
- Public meeting announcements and agendas
- Community events and programs
- Public safety information and alerts
- Infrastructure and development updates
- Environmental and sustainability initiatives
- Parks and recreation activities
- Economic development news
- Educational content about city operations
- Recognition of community achievements and volunteers

6.2 Prohibited Content:

- Political campaigning or endorsements
- Commercial advertisements
- Content that violates privacy rights

- Obscene, indecent, or profane language, pornographic images, personal opinions on any topic, and anything that is not related to City Businesses.
- Direct threats, or those that clearly promote violence
- Discriminatory or offensive material
- The promotion or encouragement of illegal activity

6.3 Content Format:

- Videos, whenever possible, filmed horizontally, less than 3 minutes in length whenever possible.
- Pictures as a secondary format whenever videos are not available.
- Captions should clearly explain the content

7. Crisis Communication

The Public Information Officer is the only source of information in the social media accounts. The Public Information Officer is the only source of information in the social media accounts.

- Provide real-time updates on emergency situations specifically for the City of Marathon
- Share content disseminated by the Monroe County PIO and/or the County Emergency Management services, MCSO FWC and related law enforcement information.
- Direct residents to official emergency resources

8. Public Records and Legal Compliance

8.1 Public Records Law: All content posted on City social media accounts, including comments from the public, is subject to public records retention and disclosure under Florida Sunshine Law (Chapter 119, Florida Statutes) and the City's records retention schedule.

8.2 External Social Media Policy Disclaimer

All social media accounts shall include a disclaimer in the "About" section of each social media account that states as follows: "City social media sites are subject to applicable public records laws. Any content maintained in a social media format related to City business, including communication posted by the City and communication received from citizens, is a public record. The City is responsible for responding completely and accurately to any public records request for social media content."

8.2 Americans with Disabilities Act (ADA) Compliance: All social media content will strive to be accessible, including the use of alt-text for images and clear, plain language in posts, captions within videos and writing text captions and descriptions for photos when these fields are available.

9. Privacy and Data Protection

The City respects user privacy and will not share personal information obtained through social media interactions except as required by law or with explicit consent.

10. Policy Review and Updates

This policy will be reviewed annually and updated as necessary to reflect changes in technology, legal requirements, or best practices in municipal communications.

Policy Effective Date: 9/1/2025

Created by Public Information Officer

Approved by: Brian Bradley 8/29/25