



Website Privacy Policy and Liability Disclaimer Social Media Policy

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PRIVACY STATEMENT:

To the extent allowed by law, THE CITY OF SARASOTA Government will maintain the confidentiality of information provided to us.

This site also contains links to other sites. THE CITY OF SARASOTA is not responsible for the privacy practices or the content of other Web sites, except those under the jurisdiction of THE CITY OF SARASOTA.

SB 80 - (effective July 1, 2006):

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead contact this office by phone (941.954.4160) or in writing.

If you have any questions, please e-mail us at webmaster@sarasotagov.com, including your name and mailing address.



City of Sarasota Social Media Policy

This policy governs the publication of and commentary on social media by employees of City of Sarasota and its related companies ("City of Sarasota"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

City of Sarasota employees who are not directly responsible for disseminating information to the public are not allowed to publish or comment via social media in any way during work hours or using work facilities, or in any way that suggests they are doing so in connection with City of Sarasota. City of Sarasota employees who are directly responsible for disseminating information to the public are free to publish or comment via social media in accordance with this policy. Such employees are subject to this policy to the extent they identify themselves as a City of Sarasota employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to City of Sarasota).

Before engaging in work-related social media, employees must obtain the permission of the City Auditor and Clerk.

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by City of Sarasota employees who are City Commissioners and Charter Officials, as their position with City of Sarasota would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media must follow the same ethical standards that City of Sarasota employees must otherwise follow.

Setting up Social Media

Assistance in setting up social media accounts and their settings can be obtained from City of Sarasota's IT Director.

Social media identities, logon ID's and user names may not use City of Sarasota's name without prior approval from the City Auditor and Clerk.

Your profile on social media sites must be consistent with your profile on the City of Sarasota website or other City of Sarasota publications. Profile information may be obtained from the Web Communications Coordinator.

Privacy Policy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the City of Sarasota website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access.



Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including copyrights and brands owned by the City of Sarasota

Protect City of Sarasota customers, business partners and suppliers

Customers, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Your blog is not the place to "conduct business" with a customer.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone indicates you have posted something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause.