



Social Media Guide

This guide should be referenced when creating, posting, and retaining social media content on behalf of the Florida Department of Transportation. The purpose of this document is to ensure consistency in messaging, retention of public information, and security when using online accounts.

Florida Department of Transportation

Last Revised April 14, 2016

Table of Contents

| | |
|-----------|----------------|
| 3 | INTRODUCTION |
| 4 | CHANNELS |
| 5 | ACCOUNTS |
| 8 | IDENTIFICATION |
| 9 | COMMUNICATION |
| 10 | INTERACTION |
| 11 | SECURITY |
| 12 | PUBLIC RECORDS |

Introduction

Learn more about the history and policy behind the department's use of social media.

The Florida Department of Transportation was first introduced to social media with the creation of a Twitter account in 2011. Today the department has over 10,000 Twitter followers on the Central Office account alone.

Additional channels include a Twitter account for the FDOT Secretary plus a Twitter, Facebook, YouTube, and WordPress account for each district, the Turnpike, the Safety Office, and Central Office. The FDOT LinkedIn information page is also owned and maintained by Central Office.

Public Information staff are the only individuals authorized to create and maintain social media accounts. They are responsible for populating each social media channel with positive, newsworthy content in a professional and timely manner in accordance with the social media guidelines that follow.

All Department employees have been granted access to view social media sites for FDOT business purposes. Access is granted automatically and no Automated Access Request Form (AARF) or Technology Request System (TRS) is required.

The following is the department's policy on employee access of social media.

<http://fdotewp2.dot.state.fl.us/ProceduresInformationManagementSystemIntranet/Procedures/ViewStaticDocument?topicNum=001-325-060>

Security and Use of Information Technology Resources

Effective: December 5, 2012

Office: Information Systems

Topic No.: 001-325-060-f

PROCEDURE 001-325-060 - SECTION 3.3.2

Access to social media sites such as YouTube, Facebook, and Twitter is provided for business purposes. No employee may post content related to Department business, except through Department approved accounts and subscription login credentials.

PROCEDURE 001-325-060 - SECTION 3.3.3

Any personal use of social media sites must utilize personal account credentials that are not affiliated with the Department. Access to personal accounts must be brief, infrequent, and in compliance with the expectations described in Section 1.4 of this policy.

Channels

The following channels have been approved for use by the Florida Department of Transportation based on their function, their reach, and their terms of use in accordance with department policy.



FACEBOOK

From Facebook: “Founded in 2004, Facebook’s mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them.”

Facebook will be used to host images and image galleries, to post updates on long-term and reoccurring projects and events, and to link to relevant websites or videos that FDOT’s audience may find helpful or of interest. Although Facebook allows for video hosting, all videos will be hosted through YouTube.



TWITTER

From Twitter: “To give everyone the power to create and share ideas and information instantly, without barriers.” Twitter is a microblogging platform that allows posts up to 140 characters in length.

Uploaded images and URLs are automatically shortened to 23 characters. Posts may include immediate project updates, short-term and emergency notifications, plus any post type allowed on Facebook.



YOUTUBE

From YouTube: “Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.”

YouTube will be used to host video content for the department. These videos may be designated as “public” or “unlisted” depending on whether they are for an external or internal audience.



WORDPRESS

From WordPress: “At WordPress.com, our mission is to democratize publishing one website at a time.” WordPress.com is intended for posting newsletters as it offers various useful functions including archives, categorization, keyword tags, and a search function.



LINKEDIN

From LinkedIn: “Our mission is simple: connect the world’s professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.”

LinkedIn is currently used to highlight information about the Florida Department of Transportation as an organization and place of employment. While the site does have an option for listing job openings, (as a paid service), PeopleFirst is the primary resource for all jobs openings.

Accounts

Accounts are to be managed by Public Information staff only. No FDOT social media accounts may be created without approval from Central Office. A uniform naming convention is used for all accounts.

FACEBOOK

Note: All Facebook organization, business, and fan pages must be owned by an individual user. The following organization pages are owned by the fictional user Haydon Burns.

<https://www.facebook.com/haydon.burns>

This account was named for the namesake of the Burns Building that houses FDOT Central Office.

Florida Department of Transportation
<https://www.facebook.com/FLDOT>

Florida DOT Safety Office
<https://www.facebook.com/FDOTSafety>

FDOT Southwest Florida
<https://www.facebook.com/MyFDOTSWFL>

FDOT Northeast Florida
<https://www.facebook.com/MyFDOTNEFL>

FDOT Northwest Florida
<https://www.facebook.com/MyFDOTNWFL>

FDOT Southeast Florida
<https://www.facebook.com/MyFDOTSEFL>

FDOT Central Florida
<https://www.facebook.com/MyFDOTCFL>

FDOT South - Miami Area
<https://www.facebook.com/MyFDOTMiami>

FDOT West Central - Tampa Area
<https://www.facebook.com/MyFDOTTampa>

FDOT Turnpike
<https://www.facebook.com/MyFDOTTurnpike>

TWITTER

@FDOT_Secretary

 @MyFDOT

@MyFDOT_Safety

@MyFDOT_SWFL

@MyFDOT_NEFL

@MyFDOT_NWFL

@MyFDOT_SEFL

@MyFDOT_CFL

@MyFDOT_Miami

@MyFDOT_Tampa

@FLTurnpikeSFL

@TurnpikeOrlando

@PolkParkway

@SawgrassExpressway

@Toll589

@TollByPlateFDOT

@SunPass_FDOT

@ClickItFla

@ClickItForLife

@RideSunRail

@CleanFLroads

@FL511_turnpike

@FL511_state

@FL511_central

@FL511_southeast

@FL_511_northeast

@FL_511_southwest

@FL_511_tampabay

@FL_511_i4

@FL_511_i95

@FL_511_i75

@FL_511_i10

@EyesOnI595



The blue check symbol represents a **verified** Twitter account.

Verification may not be requested and is Twitter's way of designating official accounts for prominent users and entities.

Accounts (Continued)

YOUTUBE

Florida Department of Transportation

<http://youtube.com/user/MyFDOT>

FDOT Southwest Florida

<http://youtube.com/user/MyFDOTSWFL>

FDOT Northeast Florida

<http://youtube.com/user/MyFDOTNEFL>

FDOT Northwest Florida

<http://youtube.com/user/MyFDOTNWFL>

FDOT Southeast Florida

<http://youtube.com/user/MyFDOTSEFL>

FDOT Central Florida

<http://youtube.com/user/MyFDOTCFL>

FDOT South - Miami Area

<http://youtube.com/user/MyFDOTMiami>

FDOT West Central - Tampa Area

<http://youtube.com/user/MyFDOTTampa>

LINKEDIN

Florida Department of Transportation

<https://www.linkedin.com/company/florida-department-of-transportation>

WORDPRESS

Florida Department of Transportation

<http://fdot.wordpress.com>

FDOT Southwest Florida

<http://myfdotswfl.wordpress.com>

FDOT Northeast Florida

<http://myfdotnefl.wordpress.com>

FDOT Northwest Florida

<http://myfdotnwfl.wordpress.com>

FDOT Southeast Florida

<http://myfdotsefl.wordpress.com>

FDOT Central Florida

<http://myfdotcfl.wordpress.com>

FDOT South - Miami Area

<http://myfdotmiami.wordpress.com>

FDOT West Central - Tampa Area

<http://myfdotwestcentral.wordpress.com>

Accounts (Continued)

ACCOUNT CREATION

The FDOT Public Information staff are the only individuals authorized to create and maintain social media accounts. All requests to create a new social media account must be handled via the Automated Access Request Form (AARF) or Technology Request System (TRS) process.

The following is the department's policy on social media account management.

<http://fdotewp2.dot.state.fl.us/ProceduresInformationManagementSystemIntranet/Procedures/ViewStaticDocument?topicNum=001-325-060>

Security and Use of Information Technology Resources

Effective: November 18, 2015

Office: Information Systems

Topic No.: 001-325-060-g

PROCEDURE 001-325-060 - SECTION 3.3.1

The Department's Public Information Office is responsible for administering the Department's social media outreach program and establishing the Department's social media accounts.

Once created, all social media accounts must be registered with Webmaster.

<http://cosharepoint.dot.state.fl.us/sites/PIO/Lists/SocialMedia/AllItems.aspx>

PERSONAL ACCOUNTS

FDOT employees are encouraged to use their personal social media accounts to read, like, favorite, share, and retweet any content posted by the official FDOT social channels.

Employees **MAY NOT** use the FDOT logo, the FDOT website, or the FDOT name in affiliation with their accounts as to create a separation between personal accounts and official FDOT channels.

Employees **MAY NOT** post FDOT related business through unofficial FDOT channels.

The following is the department's policy on social media content.

<http://fdotewp2.dot.state.fl.us/ProceduresInformationManagementSystemIntranet/Procedures/ViewStaticDocument?topicNum=001-325-060>

Security and Use of Information Technology Resources

Effective: November 18, 2015

Office: Information Systems

Topic No.: 001-325-060-g

PROCEDURE 001-325-060 - SECTION 3.3.2

Access to social media sites such as YouTube, Facebook, and Twitter is provided for business purposes. Members of the Department's workforce shall not post content related to Department business, except through Department approved accounts and subscription logon credentials.

Identification

To maintain consistency between outlets and districts/offices, all FDOT social media accounts should use profile icons as designated by Central Office. These may not be changed unless instructed otherwise. This is to ensure consistency and authenticity among official FDOT accounts.

STANDARD ACCOUNT ICONS

The standard account icon includes the FDOT logo along with a designator of the district or office represented. These should be used at all times unless otherwise noted. Icons will be provided by Central Office.



ALTERNATE ACCOUNT ICONS

Alternate account icons may be provided to mark a special occasion. The examples below show the gold icons used during the Centennial Celebration in 2015. These icons will also be provided by Central Office.



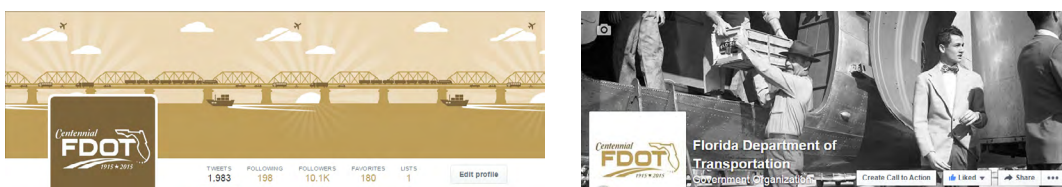
EXCEPTIONS

Certain accounts may be given permission by Central Office to use a unique icon on a case-by-case basis.



BACKGROUND IMAGES

Account background images may be freely changed to represent the individual district or office.



Communication

Knowing what to post, how to phase it, and what additional media to include makes all the difference when creating social media content on behalf of the department.

MESSAGING

When creating content to post through FDOT social media channels, remember the following:

- DO** post positive stories featuring the department's work
- DO** post project updates and emergency information
- DO** post public opportunities for involvement
- DO** encourage safe transportation habits

- DO NOT** post personal opinion that does not reflect the department's stance on a subject
- DO NOT** post department statistics or figures that have not been fact-checked
- DO NOT** advertise non-FDOT partners

Consider this information not only when posting text, but also when posting additional resources such as links and images. For example, if a photograph shows a cyclist riding without a helmet, consider finding media that fits more in line with the FDOT safety message.

HASHTAGS

Hashtags are a popular form of keywords within social media platforms. Using hashtags relevant to a post can help it spread to more viewers. Use of FDOT hashtags, FDOT partner hashtags, and popular Florida hashtags is encouraged. A small sample of these tags are shown as follows:

#FLJobs #FlaPorts #FDOTatWork #PutItDown #FLTransPlan #FloridaTravel

SHARING INTERNALLY

FDOT social media account managers are encouraged to share and retweet content from fellow FDOT accounts. This helps to promote a consistent message and alert followers that additional accounts exist. On occasion, Central Office may log in to various FDOT accounts to share and retweet messages in efforts to spread awareness of a notable event or as part of a marketing campaign.

IMAGERY

Any images uploaded directly to FDOT social media accounts should either be owned by the department or should be public domain. Any people featured in photographs should be aware they have been photographed if their face is recognizable in the image. Posts with images are reported to garner greater attention than posts with text alone.

Interaction

Two-way communication is preferred through official channels. This allows the public to contact the most knowledgeable staff about a specific issue, not just Public Information social media staff.

USER COMMENTS

User comments come in a variety of forms including criticism, praise, inquiries, and spam. Criticism and praise may be brought to the attention of the appropriate office. Spam may be hidden. Inquiry action is described below under “Responding Publicly.”

Wherever possible, user comments must be disabled.

This is to encourage users to contact the department through official channels so that records are retained in accordance with the state’s public record laws.

RESPONDING PUBLICLY

In the case of inquiries, if the user has provided a phone number or email address, he or she may be contacted privately through these channels and directed to the appropriate office or staff member. If no additional contact information has been provided, the user may not be answered.

This is due in part to the inability to efficiently forward user messages to additional FDOT staff through social media. This is also due to the likelihood that a high volume of comments may be posted outside of work hours and easily be overlooked, unlike queued phone and email messages that are easily organized in one location. The likelihood of responding to only some social media inquiries and not others may lead to confusion. Instead, all FDOT account homepages include a brief statement similar to the following:

The official #Florida #DOT (FDOT) Twitter account. FDOT does not respond to direct messages. For inquiries, please contact #FDOT directly.

Welcome to the official Florida Department of Transportation (FDOT) Facebook page. Please visit our website to contact us directly: <http://www.dot.state.fl.us>

PRIVATE MESSAGES

Private messages must be disabled on all accounts.

This is to further encourage users to contact the department through official phone and email channels so that messages may be forwarded to the most appropriate office or staff member.

FOLLOWING, FAVORITING, SHARING

In order to prevent the impression of endorsement, FDOT accounts may not follow, favorite, like, retweet, or share from any accounts that are not FDOT partners, elected officials, or government agencies.

Security

All social media credentials, permissions, and channels are strictly regulated to prevent any accounts from being compromised. This includes redundancy to make sure no accounts are locked out or lost.

ACCOUNT EMAILS

All social media accounts must be attached to group email lists so that multiple people may receive account notification messages. This prevents FDOT accounts from being attached to individual staff email addresses in case the primary users are no longer with FDOT, are unreachable, or are unable to manage the accounts.

PASSWORDS

For security purposes, passwords will be updated every two months by the Central Office social media manager or the manager's delegate. No one else should change passwords. New passwords will be shared by phone or in person, **never through email**. The primary account manager, the Central Office social media manager, and at least one Central Office backup manager will have the current login credentials at all times.

USERS

All users must receive documented approval by Central Office Public Information via Automated Access Request Form (AARF) or Technology Request System (TRS) before gaining management access to any FDOT social media accounts.

DEVICES & CONNECTIONS

The following excerpt is the department's Information Technology Assurance and Security Management position on devices used to access FDOT social media accounts.

<http://fdotsharepoint.dot.state.fl.us/sites/PIOWorkspace/MarketingComm/Team%20Documents/Security/ITASM%20Comments%20on%20Social%20Media%202010%2007%2019.docx>

All accounts set up for FDOT business purposes should be done in a way that clearly denotes that FDOT is the owner (not the FDOT employee or an individual). The corresponding procedure should provide guidance to offices on how to do this. Moreover, the FDOT business accounts:

- Should only be accessed via the FDOT network and/or from an FDOT IT device. Otherwise, it will be difficult to control content and maintain appropriate security of the account.
- The account as well as the office/employee using the account should be subject to the same audit and monitoring requirements as email, phone, and other FDOT IT assets.

PRIVACY POLICIES & TERMS OF USE

Social media management staff must keep up with the latest privacy policies and terms of use for all utilized social media outlets. Central Office will send a notice if any significant changes occur.

Public Record

In accordance with Florida public record law, all social media activity must be retained. This activity may not be deleted, but it may be hidden under certain circumstances. Hidden items are still retained.

HIDING MESSAGES

Messages may not be deleted for public records purposes, however they may be hidden for multiple reasons:

- Vulgar language and harassment
- Spam through advertisements
- Spam through posting the same message multiple times
- Offering dangerous or illegal advice to other users

When a message is hidden on Facebook, it becomes invisible to the general public but is still visible to the poster and the poster’s friends. The only messages that cannot be hidden are reviews, however these messages may be reported to Facebook.

Twitter messages are unable to be hidden. YouTube and WordPress comments should be disabled from the start.

Messages that are NOT to be hidden may include:

- Suggestions and opinions
- Complaints and praise
- General commentary

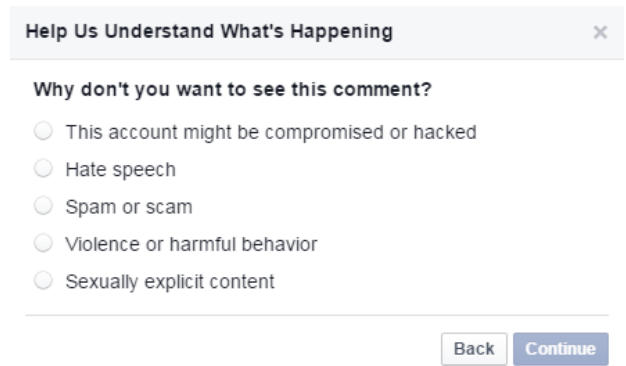
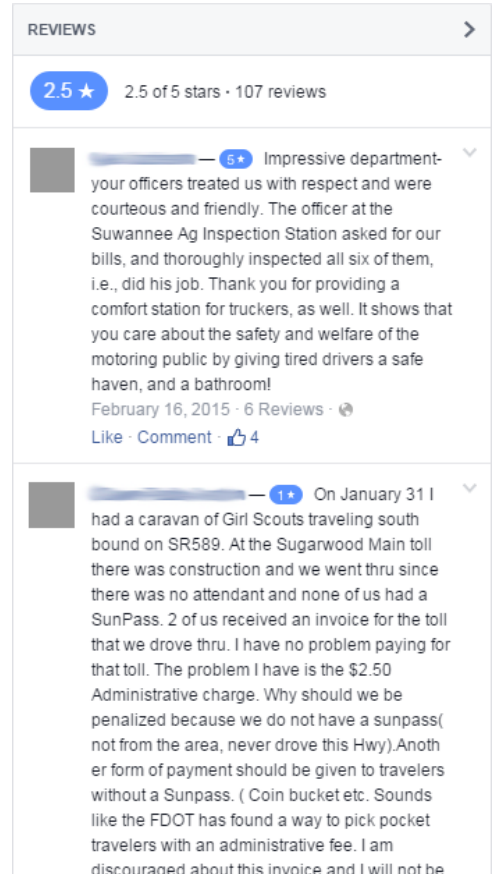
These editorials must be left visible as long as they do not meet the harassment or solicitation infringements as stated above.

BLOCKING ACCOUNTS

Accounts may not be blocked from FDOT social media pages with the exception of those that:

- Feature vulgar language and imagery
- Spam by advertising goods or services
- Spam by posting the same message multiple times

Please report spam accounts (where possible) to the social media sites to help control their presence. Users may be reported (where possible) for consistently vulgar or harmful commentary.



Public Record (Continued)

BACKING UP DATA

All data must be routinely backed up in accordance with State of Florida laws. Backupify is the current service used to retain this data. Backupify may take two days to export records to email.

Whenever passwords are reset, Backupify requires re-authentication before it can reconnect and backup each account.