

City of Miami Gardens

18605 NW 27th Avenue
Miami Gardens, Florida 33056



Mayor Oliver Gilbert
Vice Mayor Rodney Harris
Councilman Erhabor Ighodaro, Ph.D.
Councilman Reggie Leon
Councilwoman Lillie Q. Odom
Councilman David Williams, Jr.
Councilwoman Katrina Wilson

MEMORANDUM

TO: Directors

FROM: Cameron D. Benson, City Manager

DATE: September 11, 2019

RE: City of Miami Gardens Social Media Usage

The City of Miami Gardens recognizes the importance and benefits of communicating through social media. Consequently, the use of social media as an official communications channel by the City must be managed responsibly as it is a representation of the City in its entirety including our elected officials and employees. While it is encouraged to take full advantage of social media it is critical to ensure mechanisms are in place to mitigate risks during the conveyance of information to members of the public.

The City has an overriding interest to protect the integrity of the information posted on its social media sites and as such will now establish an internal procedure for the use of social media across all Departments. **All content intended for use on all City of Miami Gardens social media sites shall be reviewed and approved by the Office of the City Manager via the Public Affairs Department. The Public Affairs team will monitor content posted on City social media sites to ensure adherence and advancement of the interest and goals of the City.**

Content approval is a key step in assuring technical correctness, strategic alignment with City goals and the delivery of cohesive communications when representing the City of Miami Gardens for the purposes of resident engagement, dissemination of information and public relations.

I thank you for your cooperation regarding this matter.