



## **Electronic Media Communications Policy**

### **PURPOSE**

The Miami-Dade Expressway Authority (“MDX”) recognizes that the development and proliferation of new communication technologies such as Short Message Services (“SMS”) and social media outlets such as Facebook and Twitter (“Social Media”) (SMS and Social Media shall collectively be referred to as “Electronic Communication Technology”) are constantly changing the way that government agencies communicate and provide information to the public. The purpose of this policy is to establish basic guidelines for the use of this technology to enhance MDX’s ability to communicate with the public and provide time sensitive information about the MDX system and important news about upcoming projects, events and meetings.

### **DEFINITIONS**

#### **Short Message Service**

Short Message Service (SMS) is a text messaging service component of phone, web, or mobile communication systems. It uses standardized communications protocols to allow fixed line or mobile phone devices to exchange short text messages. SMS is the most widely used data application and is used for all types of short text messaging and the user activity itself in many parts of the world.

#### **Social Media**

The term Social Media describes primarily internet and mobile-based tools for sharing and discussing information and most often refers to activities that integrate technology, telecommunications, and social interaction, alongside the construction of words, pictures, video, and audio. Examples include, but are not limited to:

- Forums
- Podcasts
- Photos
- Real-Time Web Communications (chat, chat rooms, video chat)
- Social Bookmarking
- Social Communication Sites



- Videos (video, vlogs, live casting)
- Wikis
- Weblogs (blogs, vlogs, microblogs, presence applications)

### **CONTENT OF ELECTORNIC COMMUNICATION TECHNOLOGY MESSAGING**

The content of messages disseminated via Electronic Communication Technology will contain information about MDX, its facilities and its programs. MDX will not utilize Electronic Communication Technology to disseminate any information that includes the following:

- Support of political candidates and/or campaigns.
- Advertisements or promotional information for any commercial product or service, except those that have been received by MDX in sponsorship of its programs or facilities.
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender (or gender identification), marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Content that includes profane or obscene language or imagery.

### **GENERAL SMS USE GUIDELINES**

MDX Public Communications staff and/or its designee will be responsible for creating the content of all messages disseminated via SMS and the maintenance of those messages as public records. The Public Communications Department or other designee of the Executive Director shall review and approve all proposed SMS messages prior to dissemination. Individuals included in the MDX customer SMS database will be notified that the intended purpose of the SMS is to serve as a mechanism for communication between MDX and members of the public.

SMS messages will reflect MDX's stated goals for using the technology and should enhance MDX's communication efforts by informing the public about emergency situations that may adversely affect the ability to use the MDX system ("Emergency Messages"); and to communicate information regarding continuing and future programs, events and meetings of MDX ("Informational Messages").



- Emergency Messages. The Executive Director or his designee, in consultation other appropriate senior staff, will determine the need to initiate emergency messages. In the case of emergency, these messages may include, but are not limited to, road closings or delays due to natural disasters, inclement weather, or other occurrences that may impact the health and safety of public utilizing MDX roadways. Emergency Messages may be disseminated as frequently as necessary as determined herein.
- Informational Messages. Informational Messages may be used to provide information to the public regarding upcoming meetings of MDX's Board or Committees, anticipated road closures due to roadway improvement projects, toll information and any other MDX programs. Informational Messages should be timely and relevant to MDX and its operations. No more than one Informational Message shall be sent to the same individual during any calendar month.

MDX will permit all individuals receiving SMS Messages to opt out or unsubscribe from MDX's SMS Message database. SMS Messages will follow all restrictions as described in the Information Use Agreement between Florida Turnpike Enterprise and MDX.

### **GENERAL SOCIAL MEDIA USE GUIDELINES**

MDX's Public Communications staff and/or its designee will be responsible for the content and upkeep of any Social Media sites. Users and visitors to MDX's pages on Social Media sites shall be notified that the intended purpose of MDX's participation on the site is to provide a mechanism for communication between MDX and members of the public. Content postings on Social Media sites will reflect MDX's stated goals for using the technology and should enhance MDX's communication efforts.

Content on MDX's pages on Social Media sites should be clear, concise and relatively informal without being disrespectful. Individual content posts should be stand alone in nature, allowing for the posting to be topic or category oriented and tagged appropriately for search engines and site navigation. All information and posted content should be relevant and timely to MDX and its mission.



- MDX’s social media accounts will “follow” “like” or “subscribe” to other government agencies, transportation secretaries (local, state and/or federal), significant transportation organizations, and transportation media campaigns.
- MDX may also “follow”, “like” or “subscribe” media outlets and reporters.
- MDX’s status posts will be used to promote organizations that are directly affiliated with MDX.
- MDX’s status posts may promote its sponsors and or partners in its community programs.

Content posted by the public, on any of MDX’s Social Media site pages, may be edited, revised or removed if any of the following forms of content are posted:

- Comments not related to the particular social medium article being posted;
- Comments in support of or opposition to political candidates and/or campaigns;
- Profane language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Posts promoting commerce not directly affiliated with MDX;
- Conduct or encouragement of illegal activity;
- Content that may violate copyrighted materials or materials owned by other parties;

These guidelines will be displayed to users or made available by hyperlink in the “about MDX” section of MDX Social Media sites. MDX reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. Should a member of the public violate these policies, they may be blocked from all of MDX’s Social Media site pages.



## **PUBLIC RECORDS**

The Public Communications Department Staff and/or its consultants will be responsible for the content and upkeep of any SMS and/or Social Media sites. MDX is subject to State of Florida public records laws. Any content disseminated in a SMS or via Social Media that is related to MDX's business, including a list of subscribers and posted communication, is a public record.

MDX records retention schedules apply to social media formats and social media content. MDX will preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a MDX server in a format that preserves the integrity of the original record and is easily accessible.

Adopted by the Governing Board on the 10<sup>th</sup> day of December 2013.