



## FLGISA Social Media Guidelines for Members

### Background

- The vision of FLGISA is to be the Florida local government source for leadership, innovation and collaboration in technology.
- Social media is well ingrained in much of what we do both personally and professionally.
- Social media has become an important agile medium for information dissemination and collaboration.
- FLGISA needs to embrace the use of social media to demonstrate its leadership and innovative roles to its members and member jurisdictions. FLGISA should take a leadership role in social media use for operational efficiency and to demonstrate credibility.
- Social media and social networking are an effective way to increase exposure for the FLGISA organization, membership, and vendor relationships.

### FLGISA Board's Use of Social Media

- FLGISA Board and/or its designee will vet potential posts to assure relevancy and consistency in them.
- The FLGISA Secretary, their designee and/or the Florida League of Cities (FLC) staff that supports the FLGISA will post information on social media to document and promote:
  - The FLGISA organization
  - Events including conferences and district meetings
  - Speaking engagements and presentations by the Board
  - Awards given by the FLGISA
    - Achievement Awards
    - College scholarships
  - Anniversaries of its members and/or jurisdictions
  - Training opportunities
    - FLGISA sponsored
    - Florida Institute of Government
    - Sister organizations including FLC, FCCMA, FACC, etc.
  - History of the organization



## FLGISA Social Media Guidelines for Members

- Items of significance to be noted on the organization's timeline
- Throwback Thursday, #TBT tag to past articles/publications about its members and jurisdictions
- Acknowledge vendor relationships

### Submittal and Approval Process

Members are encouraged to submit information that they believe tells a story about the FLGISA organization, its members or jurisdictions that will ultimately self-document the history of the FLGISA. For example:

- Speaking engagements and presentations by members
- Awards received by FLGISA members and jurisdictions
- Training opportunities
  - FDLE CJIS, Security, Risk Assessment, etc.
- Successful projects
- Successful collaboration efforts
- History of the organization
  - Throwback Thursday, #TBT tag to past articles/publications about its members and jurisdictions

The FLGISA Secretary and/or their designee will review the member submitted posts to confirm that they meet the FLGISA Social Media Policy standards:

- The post is relevant.
- The post meets the goals of the FLGISA organization.
- The post meets the guidelines established by the FLGISA.
- No member, jurisdiction or vendor monopolizes social media by posting too frequently.

### Posting Process for Social Media

Once approved, the FLGISA secretary, their designee or Florida League of Cities staff, will post it on appropriate social media. Posts should include #FLGISA for historical reference purposes.



## FLGISA Social Media Guidelines for Members

### Examples of FLGISA Social Media Posts

Three #FLGISA members spoke at the #FLC conference last week. ([bit.ly link to photo](#))

#FLGISA District 6 meeting will be held in November. Date and agenda available Oct 1<sup>st</sup>

Congratulations to #City on its 10<sup>th</sup> #FLGISA anniversary!

Thanks to #Vendor for being a #FLGISA sponsor for the last ## years