

# **Social Media Guidelines**

## **Lee County Port Authority**

### **Lee County Port Authority Social Media Public Comment Guidelines**

The purpose of Lee County Port Authority's official social media (SM) sites is to encourage courteous communication between LCPA and the public. Comments will not be edited by staff, but may be deleted or hidden if found to be in violation of these guidelines.

#### **Posts (including screen names/images) that contain any of the following are not allowed:**

- Obscene, profane, violent, threatening, hateful, harassing or offensive language or content;
- Personal attacks of any kind, including discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, physical appearance, sexual orientation or financial status;
- Defamation or accusations of criminal conduct or immoral activity. If a person believes there is a legitimate complaint against the Lee County Port Authority or an LCPA employee, they should contact the appropriate department director via telephone or email;
- Sexual content or links to sexual content;
- Solicitations, advertisements or endorsements of any financial, commercial or non-governmental agency;
- Conduct or encouragement of illegal activity;
- Violating copyrights or trademarks;
- Compromising the safety or security of the public or public systems;
- Invasion of an individual's right to privacy;
- Promoting or opposing political candidates, campaigns or ballot measures;
- Promoting any kind of outside sales;
- Off-topic posts or repetitive copied posts or spam.

The Lee County Port Authority is not liable for the content of comments posted to any LCPA SM site and reserves the right to restrict or remove any content deemed in violation of these social media guidelines or any applicable law. These guidelines are subject to amendment or modification at any time without notice.

Under Florida law, all content on any Lee County Port Authority social media site is subject to the public records law, Chapter 119, Florida Statutes. Florida has a very broad public records law. Most written communications, to or from LCPA employees and officials, regarding airport business are considered public record, and can be made available for inspection or copying by the public and media upon request. Any communication made through social networking websites may be subject to public disclosure. Any public disclosure requests must be directed to Lee County Port Authority Communications & Marketing Department.

## **Lee County Port Authority Social Media Legal Disclaimer**

The purpose of Lee County Port Authority social media (SM) sites is to present matters of public interest about LCPA, Southwest Florida International Airport and Page Field to its customers, businesses and area visitors. These sites are monitored, limited public forums and are complementary to official sources of information that can be found on the LCPA website - [flylcpa.com](http://flylcpa.com).

The purpose of this site is to disseminate information on specific airport-related topics. LCPA reserves the right to remove or hide inappropriate comments. Please see the Lee County Port Authority Social Media Public Comment Guidelines for details.

Visitors to some SM sites page are advised that the information contained within is believed to be accurate. However, no claims, promises or guarantees about the accuracy, completeness, or adequacy of the information are made. Visitors are encouraged to review the official version of all documents upon which they plan to rely.

Florida has a very broad public records law. As a result, any written communication created or received by Lee County Port Authority officials and employees will be made available for inspection or copying by the public and media, upon request, unless a specific statutory exemption for the public records law applies. If you do not want your post, comment and subsequent identifying information released in response to a public-records request, do not post. Under Florida law, email addresses are public records. If you do not want your email address released in response to a public records request, do not send electronic mail to the Lee County Port Authority/Southwest Florida International Airport/Page Field/Base Operations at Page Field or other Port Authority web or SM site.