



Departmental Standard Operating Procedure (DSOP)

DSOP No. 16-03

Effective: 8-17-16

SUBJECT: PERSONAL USE OF SOCIAL MEDIA

PURPOSE and SCOPE:

The Miami-Dade Aviation Department utilizes social media channels as a public relations and customer service tool in order to enhance communication and build relationships with our customers as well as to promote the Miami International Airport (MIA) brand to a much wider global audience by sharing new airline service, routes, activities, and events. The Department also recognizes these platforms are often used for personal purposes and thus a sense of role ambiguity may develop between the personal, professional and official use of these channels. The purpose of this Departmental Standard Operating Procedure (DSOP) is to provide employees with guidance and responsibilities when using social media for personal interests and posting material online.

I. AUTHORITY:

- A. Operational Directive No. 99-03, Aviation Department Written Directive System
- B. Departmental Operating Procedures No. 00-02, Written Procedures for MDAD Units
- C. Chapter 25 of the Miami-Dade County Code, Miami-Dade Aviation Department Rules and Regulations
- D. Miami-Dade County Social Media Policy as established by the Communications Department

II. DEFINITIONS:

- A. Social Media: Utilities and applications that enable users to gather, communicate, and share information with others through the web.
- B. Social Networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself.

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III. POLICY:

Employees who participate in the use of social media for personal purposes should do so outside of working hours or during authorized breaks and should not utilize MDAD resources, including computer systems and/or networks, to access such sites. The following principles should also be observed by employees, as violations may lead to disciplinary action up to and including termination.

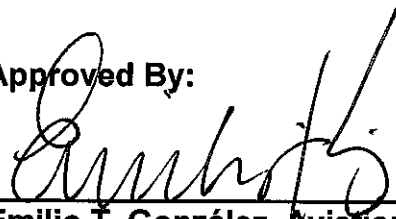
- A. Employees are prohibited from publishing, posting or releasing any information that is considered security sensitive, confidential or proprietary. Employees who have questions regarding what information may fall into these categories should seek guidance from their supervisors and/or division director(s).
- B. Employees may not establish social networking accounts that use the Department's logo or any other intellectual property such as photography, video, artwork or publications without written authorization from the Public and Customer Relations Division.
- C. Employees may not post, publish, or release information, photos or material of an official nature or that may be security sensitive on behalf of the Department.
- D. Posted content that involves the Department, MIA and/or subjects associated with the Department should clearly indicate that the opinions expressed are personal and do not represent the views, position, or opinion of the Department.

The policies and principles listed above are not intended for employees who, as part of their specific job responsibilities and duties, engage in the management and use of the Department's official social media channels. Guidelines governing the use of these sites by designated employees are established through operating policy of the Public and Customer Service Division.

IV. CROSS REFERENCE:

Department Operating Standard Procedure (DSOP) 02-03, Computer Resources and Telecommunications Systems

Approved By:



Emilio T. González, Aviation Director

Date: 8/17/16