



COUNTY ATTORNEY'S OFFICE
JEFFREY J. NEWTON, County Attorney

201 South Rosalind Avenue ■ 3rd Floor
Reply To: Post Office Box 1393
Orlando, FL 32802-1393
407-836-7320 ■ Fax 407-836-5888
<http://www.ocfl.net>

Deputy County Attorney
Joel D. Prinsell

Senior Assistant County Attorneys
Elaine Asad
Lila McHenry

Assistant County Attorneys
Andrea Adibe
Roberta Alfonso
Anthony Cotter
Whitney E. Evers
Wanzo Galloway, Jr.
Erin E. Hartigan
Georgiana Holmes
Katherine W. Latorre
Scott McHenry
Sawsan Mohiuddin
Scott Shevenell
William Turner

Legal Administrative Supervisor
Anna M. Caban

Senior Paralegal
Kimberly Cundiff

Paralegals
Melessia Lofgren
Maria Vargas, ACP

MEMORANDUM

TO: Mayor Teresa Jacobs
and
Board of County Commissioners

FROM: Jeffrey J. Newton, County Attorney
Sawsan Mohiuddin, Assistant County Attorney

DATE: June 5, 2017

SUBJECT: **Consent Agenda Item for the Board Meeting on June 20, 2017**
Proposed Revised Administrative Regulations 5.02.01, titled "Newsletters, Public Information And/Or Public Relations Publications"

Attached for your review are proposed revisions to Administrative Regulation 5.02.01.

I. EXPLANATION & SUMMARY OF PROPOSED REGULATION:

At the request of the Orange County Administrator's Office, the attached regulation was reviewed in depth and revisions were made to ensure that the regulation is consistent with current practices and procedures.

It is my intent to place the proposal on the June 20, 2017, Consent Agenda for approval by the Board of County Commissioners. Please advise me of any questions, comments, or modifications you may wish to make prior to that meeting.

II ACTION REQUESTED:

Approval of proposed revisions to Administrative Regulations 5.02.01, titled

"Newsletters, Public Information And/Or Public Relations Publications."

AMC

Attachment

c: Ajit Lalchandani, County Administrator
Eric Gassman, Chief Accountability Officer



ORANGE COUNTY ADMINISTRATIVE REGULATIONS

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ORANGE COUNTY ADMINISTRATIVE REGULATIONS

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* Refer to Orange County Policy Manual



ORANGE COUNTY ADMINISTRATIVE REGULATIONS

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CITIZENS COMMUNICATIONS

5.01 COMMUNICATING WITH CITIZENS

I. POLICY

All County employees shall be courteous, efficient and fair in dealing with the general public. Employees should address citizens with a professional attitude and demonstrate their aim to serve the citizens' needs. In addition, all citizens shall be treated with respect, regardless of race, color, religion, sex, national origin, age or physical handicap. Citizens' complaints must be handled promptly and courteously. The Board of County Commissioners will not tolerate discourteous County employees. Discourtesy may be a cause for disciplinary action under the County's Policy Manual.

Additionally, Orange County Government provides the 3-1-1 call center as a non-emergency, non-Law Enforcement, government access point for citizens. Citizens are encouraged to contact the call center at 407-836-3111 to get answers for general County information questions and obtain non-emergency type assistance.

II. PROCEDURE

A. When another department must handle a citizen's request, the first employee contacted should attempt to find out the information for the citizen immediately or ascertain when and by whom it will be provided and relay this information to the citizen.

B. If a citizen's telephone request requires a transfer, the first receiving employee is to ascertain, *prior* to making the transfer that the correct department has been reached. Telephone "shuffling" without a concerted effort to solve the problem *is expressly prohibited*.

C. Written complaints or requests from citizens should receive a written response.

D. Verbal or telephone complaints or requests may be handled in a like manner unless a written response is requested or warranted by the specific circumstance.

FOR MORE INFORMATION CONTACT: County Administrator's Office; Public Safety Communications Division

REFERENCE: Orange County Policy Manual

APPROVED: 6/8/87

REVISED: 6/27/06

5.01.01 PREPARATION AND PRESENTATION OF SPEECHES

I. POLICY

Department Directors shall be informed of all speeches and presentations given by County employees under their jurisdiction. This notification should be well in advance of the presentation, and in memorandum form.

II. PROCEDURES

A. The notification memorandum shall be sent to the Department Director by the Division Manager prior to the employee's acceptance of the speaking engagement.

B. The memorandum should contain the following information:

1. Topic of discussion
2. Group to whom it will be given
3. Name of the employee who will give the presentation
4. Time and place of presentation
5. Assessment of the sensitivity of the subject.

C. If the Department Director deems the subject matter of a politically sensitive nature, he/she should forward the request to the Office of the County Administrator for approval or denial.

D. If a determination is made that it would be in the best interest of the County not to allow the presentation, this information will be conveyed by the Office of the County Administrator via memorandum.

E. Acceptance of remuneration for speeches or presentation given on behalf of Orange County is expressly prohibited. This excludes small tokens of appreciation not exceeding a value of \$25.00. The Code of Conduct Section of the Policy Manual applies.

F. If the speech requires travel, lodging, or other expenses, a travel request form must be submitted and

approved in accordance with the Administrative Regulation concerning travel. If reimbursement or prepayment of travel expenses is offered, the Code of Conduct Section of the Policy Manual may apply.

FOR MORE INFORMATION CONTACT: County Administrator's Office

REFERENCE: Orange County Policy Manual

APPROVED: 10/29/90

REVISED: 6/27/06

5.02 NEWS RELEASE

I. POLICY

A. The Communications Division shall be responsible for coordinating the release to the news media of all information on matters pertaining to departments and activities under the jurisdiction of the Board of County Commissioners unless the department has received an exemption from the Communications Manager or designated staff for routine press releases and media alerts.

B. News articles and information pertaining to the activities of other elected officials will be handled by those respective offices.

C. Because of the unique nature of the services and activities provided by the Orange County Convention Center and Orange County Cooperative Extension Service, news releases for these entities are not subject to this policy.

II. PROCEDURES

A. Prior to the release of any information to the news media by any department under jurisdiction of the Board of County Commissioners that has not received an exemption as detailed above, the Manager of the Communications Division shall be consulted to determine the proper means for disseminating such information. Departments that have been granted exemptions will send a courtesy copy of all press releases and media alerts via email or fax to the Communications Division.

B. No news item, other than the news releases from the Board of County Commissioners, shall be sent to the Communications Division for distribution to the media unless the information has been reviewed and approved by the department.

C. The Communications Division will disseminate news to the general public, through various media sources, at the direction of the County Administrator. In such cases as the County Administrator or the Manager of the Communications Division deem appropriate, information shall be made available as a formal news release.

FOR MORE INFORMATION CONTACT: Communications Division, County Administrator's Office

REFERENCE: None

APPROVED: 5/11/87

REVISED: 6/27/06; 5/6/14

5.02.01 NEWSLETTER, PUBLIC INFORMATION AND/OR PUBLIC RELATIONS PUBLICATIONS

I. POLICY

A. The County's intranet, Orange Net, shall be the primary media for publishing and disseminating County employee news, and shall be the responsibility of the Human Resources Department in coordination with Information Systems & Services. Current County news and information, which is posted on the County's website at www.ocfl.net, is the responsibility of the Communications Division. In order to facilitate "family first" communication as much as possible, this external information automatically feeds to OrangeNet to keep employees who may not have internet access at work apprised of the information that is provided to citizens.

B. An internal newsletter may be published by a department or division to disseminate news concerning its employees.

C. All other brochures or publications of a promotional nature shall be reviewed and approved as to content and distribution by the County Administrator or designated staff prior to duplication or printing.

D. All public information bulletins or newsletters shall be processed by the Communications Division unless the County department is granted an exemption from the Communications Division Manager or designated staff.

II. PROCEDURES

A. Any employee who has an item of County employee news may have such information considered

for inclusion in the Orange Net by contacting his/her department or division reporter or by submitting information to the newsletter editor.

B. Any newsworthy article or information of general employee interest may be sent to the newsletter editor for consideration of inclusion in the Orange Net. However, information or materials relating to administrative or departmental policy or management must have prior approval of the department to be considered for publication.

C. All newsletters, including an annual report, within a department must have the initial approval of the County Administrator along with the approval of the department prior to distribution.

D. Glossy magazines with more than four color covers and interior pages are prohibited. Four color covers and two color interior pages are permitted.

E. Copies of all newsletters shall be provided to the Communications Division, which will maintain a master file and monitor policy compliance.

FOR MORE INFORMATION CONTACT: Communications Division, County Administrator's Office

REFERENCE: None

APPROVED: 5/11/87

REVISED: 6/27/06; 6/20/17

5.02.02 SOCIAL MEDIA POLICY

I. POLICY

Orange County government shall use effective, cost-efficient marketing tools to inform citizens of information, including programs, services, activities, events and other department-associated interests. Social networking is an example of a method that can be a low-cost, effective, and instantaneous means of communication with our community, provided that the use of social networking as a marketing tool is applied in a responsible, efficient, ethical, and legal manner to support facilities, services, and programs of Orange County.

II. PROCEDURES

A. Use of social networking for official Orange

County publicity purposes (promotion) shall be governed by these rules. Prior to using social networking for any promotion, the appropriate department or division personnel must complete and submit a request, on an approved form, to the Communications Manager or his/her designee requesting such use. Upon receipt of such a request, the Communications Division Manager or his/her designee will consider approval of the request. The following non-exhaustive list of criteria will be utilized:

1. Ensuring that the social networking websites selected for use are part of an integrated public communication and marketing strategy;

2. Ensuring all necessary resources are available for current and on-going implementation;

3. Ensuring all accounts are created by Orange County Information Systems Services (ISS) and remain the sole property of Orange County Government;

4. Ensuring adherence to established Orange County design and brand standards for social networking accounts developed by Orange County Graphics;

5. Ensuring that the information provided through social networking accounts is regularly updated, accurate, consistent, and communicated in a professional manner;

6. Ensuring compliance with the public record retention requirements established by the State of Florida (General Records Schedule GS1-SL for State and Local Government Agencies);

7. Routinely monitoring the use of all approved social media sites for compliance and taking corrective action upon notice of violation of these policies, the County Administrative Regulations, or the County Policy Manual and Operational Regulations;

8. Ensuring all postings to an official Orange County Social Media website will be the official opinion/comment of Orange County Government;

9. Ensuring that the posting of a promotion will also further the purposes of other authorized County social media accounts.

B. Links to external social networking sites or websites will be allowed only if they meet one or more of the following criteria, and in no event may links be allowed to sites containing inappropriate material or to information that is not relevant to the County's mission or services:

1. The link is to a state, regional, local, or federal government agency, special purpose district, hospital, scientific or cultural organization serving Orange County, or a public educational institution;

2. The link is to a human service organization that receives direct support from Orange County;

3. The link is to a community festival or event that is open to the general public and is sponsored or co-sponsored by Orange County; or

4. The link is to a provider of a search engine from the Orange County website.

The Communications Division Manager or his/her designee has the authority to approve external links and to order removal of material that he/she finds does not comply with this Administrative Regulation.

C. In times of emergency activations, the Communications Division Manager or his/her designee, shall streamline all accounts to disseminate consistent messaging on all official Orange County social media websites, with the exception of the websites maintained by elected officials.

D. Orange County Information Systems Services (ISS)

1. ISS will set up all accounts, secure accounts and manage rights associated with the official Orange County social media websites.

2. ISS will examine all currently operating official County social media websites to ensure proper safeguards and public record retention is established.

3. ISS will maintain a database of users by department to ensure accountability and limit risk to the County system.

4. ISS will monitor all employees who request and have unrestricted rights and/or access to the county system.

E. All content on official County websites is subject to Florida's Public Records Law and will be maintained as such by ISS. The County's social media pages shall not be used in any way to facilitate an exchange or discussion of matters that foreseeably will come before the Board of County Commissioners or other county board, task force, or committee for official action.

F. Misuse of official county social media websites may lead to disciplinary action under applicable provisions of the County Administrative Regulations and County Policy Manual and Operational Regulations.


FOR MORE INFORMATION CONTACT: Communications Division, County Administrator's Office

REFERENCE: None

APPROVED: 03/11/14

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11/17/16

 ORANGE COUNTY ADMINISTRATIVE REGULATIONS	No.: 5.02.01
	Date: 5-11-87
	Approved By: BCC Revised: 6/27/06
Title: NEWSLETTERS, PUBLIC INFORMATION AND/OR PUBLIC RELATIONS PUBLICATIONS	Page 1 of 2

I. POLICY

- A. The County's intranet, *Orange Net*, shall be the primary media for publishing and disseminating County employee news, and shall be the responsibility of the Human Resources Department in coordination with Information Systems & Services. Current County news and information, which is posted on the County's website at www.ocfl.net, is the responsibility of the Communications Division. In order to facilitate "family first" communication as much as possible, this external information automatically feeds to OrangeNet to keep employees who may not have internet access at work apprised of the information that is provided to citizens. The *Orange Spiel* shall be the primary media for publishing and disseminating County employee news, and shall be the responsibility of the Human Resources Department with support from the Communications Division.
- B. An internal newsletter may be published by a department or division to disseminate news concerning its employees.
- C. All other brochures or publications of a promotional nature shall be reviewed and approved as to content and distribution by the County Administrator or designated staff prior to duplication or printing.
- D. All public information bulletins or newsletters shall be processed by the Communications Division unless the County department is granted an exemption from the Communications Division Manager or designated staff.

II. PROCEDURES

- A. Any employee who has an item of County employee news may have such information considered for inclusion in the ~~*Orange Spiel*~~ Orange Net by contacting his/her department or division reporter or by submitting information to the newsletter editor.



ORANGE COUNTY ADMINISTRATIVE REGULATIONS

No.: 5.02.01

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- B. Any newsworthy article or information of general employee interest may be sent to the newsletter editor for consideration of inclusion in the ~~Orange Spiel~~ Orange Net. However, information or materials relating to administrative or departmental policy or management must have prior approval of the department to be considered for publication.
- C. All newsletters, including an annual report, within a department must have the initial approval of the County Administrator along with the approval of the department prior to distribution.
- D. Glossy magazines with more than four color covers and interior pages are prohibited. Four color covers and two color interior pages are permitted.
- E. Copies of all newsletters shall be provided to the Communications Division, which will maintain a master file and monitor policy compliance.

FOR MORE INFORMATION CONTACT:

Communications Division, County
Administrator's Office

REFERENCE:

None