

RESOLUTION NO. 2025-25

**A RESOLUTION OF THE TOWN OF BELLEAIR, FLORIDA,
FORMALLY APPROVING AND INSTITUTING A TOWN-
WIDE SOCIAL MEDIA POLICY**

WHEREAS, digital communications and social media are increasingly popular and important tools for individuals, groups, businesses, and government institutions alike; and

WHEREAS, using social media to convey information is an especially valuable and effective tool for the Town of Belleair; and

WHEREAS, the widespread use and accessibility of social media, while beneficial and encouraged, calls for guidelines and instructions for specific operation of Town platforms and accounts; and

WHEREAS, to ensure such consistency and professionalism on social media platforms, staff created a formal Social Media Policy that has been subsequently vetted and authorized by the Town Commission and adopted by Resolution 2017-25; and

WHEREAS, the Town Commission recognizes the need to update the previously approved policy to comply with current laws and regulations; and

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF
THE TOWN OF BELLEAIR, FLORIDA:**

Section 1. Resolution 2017-25 is hereby rescinded.

Section 2. The Town of Belleair adopts the updated Social Media Policy attached hereto as Exhibit A.

Section 3. This Resolution shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED by the Town Commission of the Town of Belleair, Florida, this 18th day of **NOVEMBER, 2025.**

Mayor

ATTEST:

Town Clerk