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:

<u>Section 1</u>. Resolution 2017-25 is hereby rescinded.

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

<u>Section 3.</u> 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 **18**th day of **NOVEMBER**, **2025**.

	Mayor	
ATTEST:		
Town Clerk		