

Communications Policy

1. Social Media

1.1. Purpose

- 1.1.1. The Florida City and County Management Association (FCCMA) supports the use of social media to further its organizational goals and the missions of the association.

1.2. Use

- 1.2.1. The main website (www.fccma.org) is the organization's primary and predominant internet presence

1.3. Focus of Activities

- 1.3.1. As channels for disseminating time-sensitive information quickly
- 1.3.2. As marketing/promotional channels that increase the association's ability to broadcast its messages to the widest possible audience; and
- 1.3.3. As a means to engage in transparent, constructive conversations between FCCMA, its membership, the press and the general public.

1.4. Rules

- 1.4.1. The Communications Policy must be hyperlinked to all official FCCMA social media accounts for public review as well as be made available on the FCCMA website at www.fccma.org.
- 1.4.2. All content must be consistent with the ICMA Code of Ethics.
- 1.4.3. Content may be subject to the review by the Executive Director or his/her designee prior to posting.
- 1.4.4. FCCMA social media articles and comments containing any of the following forms of content may not be allowed:
 - 1.4.4.1. Comments not topically related to the particular social media article being commented upon;
 - 1.4.4.2. Comments in support of, or opposition to, political campaigns or ballot measures;
 - 1.4.4.3. Profane or threatening language or content;
 - 1.4.4.4. Comments that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
 - 1.4.4.5. Sexual content or links to sexual content;
 - 1.4.4.6. Solicitations of commerce;

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- 1.4.4.7. Conduct or encouragement of illegal activity;
- 1.4.4.8. Information that may tend to compromise the safety or security of the public or public systems;
- 1.4.4.9. Comments that violate a legal ownership interest of any other party;
- 1.4.4.10. Comments that encourages alcohol consumption or the use of legal/illegal drugs;
- 1.4.4.11. Comments that contain confidential or proprietary information about FCCMA, individuals that work with FCCMA or vendors; and
- 1.4.4.12. Comments that violates another person's right to privacy.
- 1.4.4.13. Comments not consistent with the ICMA Code of Ethics.
- 1.4.5. FCCMA reserves the right to restrict or remove any content that is deemed in violation of this social media use policy or any applicable law.
- 1.4.6. FCCMA further reserves the right to block access of any person or entity to its social media platforms for a violation of this social media use policy or any applicable law.

2. Publication Criteria & Guidelines

2.1. Article Submission

- 2.1.1. Contributors are encouraged to write articles focused on current best practices; vital local governance issues and challenges; and evolving trends and issues that are generally relevant and reflective to local government professionals. Writing from experience is highly preferred, including information that readers can adapt to their own situations and experiences.
- 2.1.2. By policy, FCCMA does not publish articles that are self-promotional or market a product or service available from a vendor. Toward this end, an article may discuss a product or service and the application or use in general, but it shall exclude naming a vendor(s).
- 2.1.3. The article should include:
 - 2.1.3.1. Author's:
 - 2.1.3.1.1. Name.
 - 2.1.3.1.2. Title & Organization.
 - 2.1.3.1.3. If there is a change of title or address while the article is in the process of being published, the editor should be notified as soon as possible.

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- 2.1.3.1.4. Complete postal address.
- 2.1.3.1.5. Email address.
- 2.1.3.1.6. Color photo of self.
- 2.1.3.1.7. If there are coauthors, respective titles and addresses should be indicated clearly.
- 2.1.4. An executive summary or "Takeaway" copy should be included with two or three bullet points that tell readers what they will learn from reading the article.
- 2.1.5. Articles should consist of three basic parts: an introduction, a body, and a conclusion. Articles should be written so that readers can quickly skim over the main points. Also, if applicable, include the monetary costs and any problems or benefits involved. Appropriate exhibits, graphs, and tables that can help the reader understand the information are encouraged.
 - 2.1.5.1. The introduction should catch the reader's attention, describe the subject, and briefly outline the organization of the article. The body contains the author's elaboration on the subject matter. This is the longest part of the article, and it includes all the analyses, descriptions, and examples that the author feels are necessary to get the ideas across. The conclusion section of an article can then summarize important points that were made in the body, draw inferences from the material in the body or call attention to the accomplishments the author set out to make.
 - 2.1.5.2. Endnotes/footnotes are not required because FCCMA publications are not a scholarly journal. If necessary, however, they should be numbered consecutively and listed separately at the end of the article.
- 2.1.6. At the time the article is submitted, FCCMA should be informed if it has been published or submitted to other publications.
- 2.1.7. Unless an author makes a request in writing to retain the copyright to an article, it is assumed that the article belongs to FCCMA. Requests for permission to publish, reproduce, or translate articles in any way should be sent to FCCMA.
- 2.1.8. All articles must be submitted at least one month prior to the intended publication. For a list of publication deadlines, please contact FCCMA. Articles and PDF attachments must be submitted to FCCMA by e-mail at fccma@flcities.com.
- 2.1.9.

2.2. Topic(s)

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2.2.1. Sharing professional expertise and networking are the intents and purposes of FCCMA publications. FCCMA will provide monthly topics that fall under the annual theme in which members, consultants, elected officials or partners may submit articles for publication. Articles outside the monthly topics may also be submitted for review.

2.2.1.1. Do's for writing:

2.2.1.1.1. Submissions may discuss views, approaches, policies, procedures and lessons learned on important issues that offer guidance to colleagues on matters of mutual interest. Articles may consist of current, past or upcoming efforts or challenges. Articles may describe how a particular problem—with favorable or unfavorable results—was resolved, addressed or intends to be addressed.

2.2.1.2. Do-not's for writing:

2.2.1.2.1. Submissions *are not* a platform for:

2.2.1.2.1.1. Product promotion, marketing, sales or client outreach.

2.2.1.2.1.2. Political views or perspectives.

2.2.1.2.1.3. Promotion of one's self or colleagues for job searches.

2.2.1.2.1.4. Degradation of colleague's, clients or others.

2.3. Form and Style

2.3.1. Microsoft Word.

2.3.2. Calibri, size 11 OR Times New Roman, size 12.

2.3.3. Articles should follow basic Associated Press (AP) style, which can be found at <https://owl.english.purdue.edu/owl/resource/735/02/>.

2.4. Length

2.4.1. 300-word minimum, 900 word maximum.

2.4.2. Single-spaced.

2.4.3. Pages should be numbered consecutively.

2.4.4. Color photographs are encouraged if they illustrate points in the article; graphs or charts also are encouraged.

2.5. Review Process

2.5.1. Once FCCMA receives an article, it is reviewed for possible publication. This process can take anywhere from *one to three months*. Authors will be notified if certain significant changes are made to it or if they need to make them. Minor modifications

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often are made by the editorial staff without consultation with the author.

- 2.5.2. If an article is rejected, it does not necessarily mean that it is not worthy of publication. It could be that another article submission covering the same topic was accepted or published or a similar article discussing the topic was published within the past year. Please note, for those articles not selected for immediate publication. The manuscript might also be held for publication in a future issue covering the topic.

2.6. Benefits

- 2.6.1. By writing an article, you are sharing your expertise with colleagues, peers, clients or employers. As stated, sharing professional expertise and networking are the intents and purposes of FCCMA publications.