

Moderation Quick Guide

City of Hallandale Beach · DPW

Triage (Respond ≤1 business day)

- Acknowledge receipt
- Classify: Service Request (CRM), Policy Feedback (log), Emergency (911)
- Escalate complex/reputational to PIO; document in tracker

Escalation Ladder

- Safety threat → 911 / Police
- Reputational issue → PIO
- Policy/legal risk → Legal
- Harassment of staff → HR / Legal
- Technical outage → IT / Web

Tone Do / Don't

- Do: Acknowledge, share verified link; Don't: Debate policy
- Do: Use preferred pronouns; Don't: Assume intent
- Do: Be brief and factual; Don't: Paste canned replies repeatedly

Accessibility Checks

- Captions added
- Alt text ≤ 125 chars
- Contrast ≥ 4.5 : 1
- Links descriptive

Emergency Shortcuts

- Emergency: 911
- Police Non-Emergency: (954) 457-1400
- Public Works On-Call: (954) 457-1620

Full moderation policy:
hallandalebeachfl.gov/socialmedia

Crisis Templates

- Safety: "Avoid the area near [location]. Follow first responders. Updates: [link]."
- Service: "We're aware of a [service] issue in [area]. Crews responding. Updates: [link]."
- Misinformation: "For accurate info on [topic], see: [link]."



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