Community Moderation SOP

City of Hallandale Beach · Department of Public Works

1. Purpose & Scope

Purpose: Ensure consistent, timely, and professional responses across all digital platforms.

Scope: Applies to City-managed accounts on Facebook, Instagram, X, Nextdoor, and YouTube.

Emergency Shortcuts

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

2. Roles & Responsibilities

Role	Responsibility
Social Media Coordinator	Primary responder; logs interactions; routes issues.
PIO / Communications	Approves responses on sensitive topics; drafts public statements.
Department Liaisons	Provide factual or technical clarifications within their domain.
Legal / Risk	Reviews escalations involving liability or privacy.

If the primary contact is unavailable, escalate to the Communications Director within 4 hours.

Next Review: April 2026 | **Owner:** Public Information Office – Digital Comms

3. Response Protocol

1. **Acknowledge** — Respond within 1 business day (sooner if safety-related).
2. **Assess** — Classify:
   - **Service Request** → Operational issue needing work order or CRM ticket (route to CRM/311).
   - **Policy Feedback** → Opinion or question about city policy; log sentiment for reporting; no CRM ticket.
   - **Emergency** → direct caller to 911; do not engage further.
3. **Escalate** — Flag complex or reputational issues for review (PIO + Department).
4. **Document** — Log platform, timestamp, user handle, and resolution in moderation tracker.

4. Tone & Conduct

- **Tone**: Calm, factual, and resident-first.
- **Voice**: Use plain language; avoid jargon, sarcasm, or debate.
- **Engagement Boundaries**:
  - Never delete comments unless they violate policy (retain screenshots).
  - Hide only comments that contain profanity, hate speech, or personal data.
  - Always link to an official source when correcting misinformation.

✅ Do	🚫 Don't
Acknowledge concern; share link to verified info.	Debate policy decisions.
Use residents' preferred pronouns.	Assume intent or tone.
Be brief and factual.	Copy-paste canned responses repeatedly.

5. Escalation Ladder

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

Appendix A — Moderation Tracker

Date	Platform	User	Category	Action	Escalated To	Outcome	Follow-up Con
10/15	Facebook	@resident123	Service Request	Routed to 311	DPW	Ticket #3421	Y
10/15	X	@localnews	Policy Feedback	Summary logged	PIO	Included in weekly brief	N

Appendix B — Examples & Accessibility

	Scenario
✅	Resident asks about recycling schedule — Link to Recycling Page.
⚠️	Resident posts profanity — Hide comment, screenshot, log incident.
🕐	Resident posts misinformation about water quality — Respond with link to official Public Works advisory.

Accessibility Checklist

Check	Status
Captions added	☑
Alt text ≤ 125 chars	☑
Contrast ≥ 4.5 : 1	☑
Links descriptive	☑

Full moderation policy: hallandalebeachfl.gov/socialmedia

Appendix C — Crisis Comment Templates

Use these pre-approved phrases during incidents. Always include a link to the official advisory or service page and follow the escalation ladder.

Scenario	Template
Safety Alert	**Short:** "For your safety, please avoid the area near [location]. Follow instructions from first responders. Updates: [link]". **Update:** "We're coordinating with [agency]. Latest information and guidance is here: [link]".
Service Interruption	**Short:** "We're aware of a [water/power/traffic] interruption affecting [area]. Crews are responding. Estimated restoration and updates: [link]". **Closure:** "[Facility/road] is closed due to [reason]. Expected to reopen [timeframe]. Details: [link]".
Misinformation	**Corrective:** "For accurate information about [topic], please see our official advisory: [link]. We'll continue to update there."
Severe Weather	**Preparedness:** "Monitor official alerts. Secure loose items and avoid flooded areas. City updates and sandbag info: [link]".

Templates set tone and structure; adjust time, location, and links, and escalate per the ladder.