



Florida Association of City Clerks – June 2026

Ethics in Practice for Florida City Clerks

Case Study: The Mayor’s Official Facebook Page

Scenario - The mayor of a Florida city maintains two Facebook pages: a personal campaign page, and an official “Mayor of Bayview” page administered by city staff. During election season, the mayor shares posts on the official city page that criticize an opponent, link users to the mayor’s campaign website, and encourage residents to “keep progress moving.” City staff help produce graphics and schedule the posts during work hours.

A resident files an ethics complaint alleging misuse of public position, misuse of public resources, and use of government staff for campaign purposes. The mayor argues that the posts discussed public issues, no city money was directly spent on campaign ads, and elected officials have free speech rights.

You are the Florida Commission on Ethics and review the complaint.

Discussion Questions

1. Which facts are most legally important?
2. Does it matter whether city staff assisted?
3. Does it matter whether the page is “official” versus personal?
4. Is this necessarily unethical, illegal, both, or neither?
5. What additional facts would you want before deciding?