

Public Affairs Wins First-Ever Golden Post Award for Government Social Media

Palm Beach County Public Affairs was recently recognized at the inaugural Government Social Media Conference Golden Post Awards ceremony in Reno, Nevada.

In the category of Comprehensive Government Social Media Policy, Public Affairs placed first out of nine entries from around the nation. Heather Shirm, manager of Digital Marketing and Communications, accepted the award on the department's behalf.

Public Affairs is charged with monitoring and overseeing countywide social media activity and assuring that the current policy is compliant with the latest legal standards. The original version of the countywide social media policy was drafted in 2010 and has transformed into a living standards and design document that changes almost as fast as social media itself.

A special thank you goes out to the County Attorney's Office for partnering with Public Affairs to produce a model policy for other local government agencies to follow.

The Golden Post Award is the first major awards program created exclusively to recognize the outstanding use of social media by U.S. local and state government agencies.

[View complete list of 2015 winners](#)

