

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
BOARD ACTION SUMMARY**

DEPT: Chief Executive Office

BOARD AGENDA: 6.B.12
AGENDA DATE: April 16, 2019

SUBJECT:

Approval of the Stanislaus County Social Media Administration Policy

BOARD ACTION AS FOLLOWS:

RESOLUTION NO. 2019-0225

On motion of Supervisor Berryhill Seconded by Supervisor Olsen

and approved by the following vote,

Ayes: Supervisors: Olsen, Chiesa, Berryhill, DeMartini, and Chairman Withrow

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

4) _____ Other:

MOTION:

ATTEST:


ELIZABETH A. KING, Clerk of the Board of Supervisors

File No.

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
AGENDA ITEM**

DEPT: Chief Executive Office

BOARD AGENDA:6.B.12
AGENDA DATE: April 16, 2019

CONSENT: ☒

CEO CONCURRENCE: YES

4/5 Vote Required: No

SUBJECT:

Approval of the Stanislaus County Social Media Administration Policy

STAFF RECOMMENDATION:

1. Approval of the Stanislaus County Social Media Administration Policy

DISCUSSION:

Stanislaus County has engaged in social media as a tool for public relations and communication efforts for a number of years. Many departments actively use social channels to share public information quickly and effectively as part of their community outreach efforts. While government entities are increasingly leveraging digital communication, there are risks involved with this practice. In order to be sure that our Social Media Administration personnel are aware of the risks and responsibilities that come with using social media platforms, a social media policy has been created.

The Social Media Administration Policy(for staff) and a Social Media Disclaimer(for external audience users) will guide employees who have been assigned to the task of social media administration on behalf of their departments. County Human Resources staff is charged with creating a separate Social Media Personnel Policy to direct general employee use of social media.

POLICY ISSUE:

Board of Supervisor's approval is required for all new policies implemented by County staff.

FISCAL IMPACT:

The policy will be monitored and administered by existing CEO staff and County Department Public Information staff and Department Heads. All related maintenance will be absorbed by existing resources.

BOARD OF SUPERVISORS' PRIORITY:

Effective use of social media supports all Board of Supervisor priorities.

STAFFING IMPACT:

The implementation of this policy will be handled by current staff who use social media on behalf of their departments.

CONTACT PERSON:

Amy Vickery, Chief Executive Office, 209-525-4304.

ATTACHMENT(S):

1. Social Media Administration Policy
2. Social Media Disclaimer



STANISLAUS COUNTY
SOCIAL MEDIA ADMINISTRATION POLICY
April 16, 2019

I. Purpose & Scope

This document defines the social networking and social media policy for Stanislaus County Departments. The way county residents seek to communicate and obtain information is fast-changing, with fewer numbers of individuals utilizing traditional sources of information. Utilizing social media will help the County meet public demand for information and reach a broader audience. Moreover, the rapid growth of social media use by local, state and federal government entities is an indication that social media can be used effectively to enhance constituent communications.

The use of social media presents opportunity and risk to the County and its individual Departments. In general, the County supports the use of social media to enhance communication, collaboration, and information exchange in order to meet business missions and to further the goals of the organization and its departments.

The County has an overriding interest and expectation in deciding what is “spoken” on its behalf on social media sites. This document establishes guidelines for official use of social media, with the intent of mitigating the risks associated with its use.

County Personnel are encouraged to consult with their supervisor regarding any questions arising from the application or potential application of this policy.

II. Applicability

This policy applies to all Stanislaus County Personnel who have been officially designated by their Department Head or designee, as prescribed below, to administer official County and or departmental social media content, hereafter referred to as Social Media Administrators.

Departments using social media technology prior to the implementation of the County’s Social Media Policy shall achieve full policy compliance within 90 days of the effective date of this document. Elected officials and their social media

administration are encouraged to follow the standards of this Policy but may implement separate standards and guidelines as needed.

The County CEO, or their designee, is responsible for facilitating the County's Social Media Policy in compliance with established Board of Supervisors rules and protocols. This includes responsibility to audit Department use of social media and enforce policy compliance. Within the terms of this policy, Department Heads have authority to determine and establish social media activity at the Department program level with approval of the County Public Information Officer (County PIO).

III. Use & Responsibility

Only Social Media Administrators authorized by the County may publish content to a County social media site as an official representative of the County and/or its Departments. Social Media Administrators must not use official County social media or social networking sites for political purposes, to conduct private commercial transactions, to engage in private business activities, or express opinions that are contrary to official County or Departmental positions. Content published on behalf of the County shall reflect only the County's position. Should any question arise as to the nature of the County's position, the Social Media Administrator shall seek direction from their Department Head.

IV. Policies & Procedures

Policy 1: County Social Media Technology Use Policy Compliance

County/Departmental use of social media technology shall conform to the policies, protocols, and procedures contained, or referenced, herein.

- 1.1 Comply with all applicable federal, state, and county laws, regulations, and policies including, but may not be limited to, copyright, records retention, California Public Records Act, First Amendment, privacy laws, employment related laws and County established documents. Appropriate use of County Resources, Information Security Policies, and the Social Media Administration Policy must be adhered to.
- 1.2 Be familiar with and carry-out social media activity in accordance with the County's Social Media Administration Policy.

Policy 2: Departmental Decision to Engage in Social Media

A Department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and the County's Public Information Officer (or CEO designee) and supported by a strong business case that considers the Department's mission and goals, audience, legal risks, technical capabilities, and potential benefits. Departments that choose to utilize social media shall:

- 2.1 Have a strong understanding of the risks associated with using social media in order to make effective business decisions regarding its use.
- 2.2 Engage internal Department IT, Human Resources, and County Counsel Representatives to help assess the risks of utilizing a specific County approved social networking sites in comparison to the business opportunities expected.
- 2.3 Establish a comprehensive social media strategy.
- 2.4 Have security controls in place to protect County Information and Technology assets.
- 2.5 Designate a Social Media Administrator responsible for overseeing the Department's social media activity and policy compliance.
- 2.6 Only share account passwords with authorized staff/Coordinator designated by the Department Head, or her/his designee.
- 2.7 All social media account passwords will be centrally stored by SBT to ensure that account access is transferrable to department head designee or new administrator in the event of a job change.
- 2.8 Promptly reset account password when an employee is removed as an account administrator.

Policy 3: Access to Social Media Networks

Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to Departments with sufficient Information and Technology security controls.

- 3.1 County computers, laptops, and mobile devices used to access social media sites shall have up-to-date software to protect against destructive technical incidents, including but not be limited to, cyber, virus, and spyware/adware attacks.
- 3.2 The Strategic Business Technology Department and/or Department IT shall make a diligent effort to provide authorized users access to social media networks from within Department work sites.
- 3.3 County hosted websites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on County websites, Departments shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

Policy 4: Authorized Official Use

Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the Department (Social Media Administrators), and for designating appropriate access levels.

- 4.1 Social media network access shall be limited only to those with a clear business purpose.
- 4.2 Assignment of appropriate access levels shall include identifying what sites, or type of sites, the individual is approved to use, as well as defining capabilities: publish, edit, comment, or view only.
- 4.3 Only approved Social Media Administrators shall have permission to create, publish or comment on behalf of the County or Department.
- 4.4 Authorized users shall be provided a copy of the County's Social Media Policy and Social Media Disclaimer, and will be required to acknowledge their understanding and acceptance.

Policy 5: Approved Social Media Networks

Although there are several valuable social platforms, County Social Media Administrators are expected to follow the Board approved policy related to allowable use of social media networks.

- 5.1 The County PIO will maintain a list of approved Social Networks allowable for use by County Personnel for official County business. Currently, the approved social media platform list includes: Facebook, Twitter, Instagram, LinkedIn and YouTube.
- 5.2 The County CEO or designee may approve additional social networks as necessary for specific limited purposes.
- 5.3 Any requests to use additional social networks must demonstrate the opportunity to reach a new or different audience or leverage public information options not available on prior approved networks.

Policy 6: Management of County Social Media Sites

County Department social media sites shall be created and maintained in accordance with County Social Policy using the approved brand identity and official County website.

- 6.1 County social media network accounts shall be created using an official County email account.
- 6.2 When available, account names shall begin with “Stan County” or “Stanislaus County.”
- 6.3 Accounts shall identify themselves as local government in the site’s “About” description and link to the official Stanislaus County website or appropriate department page.
- 6.4 Accounts shall not contain any profile information such as gender, religion, race, views, relationship status, political party affiliation, etc.
- 6.5 Sites shall contain visible elements that identify them as an official Stanislaus County site. Among other items, this includes displaying official County logos, seals, Department brands, contact information, and a link to Department websites.
- 6.6 Alternate icons or avatars must be approved by the County PIO.
- 6.7 All County social media accounts shall display, or provide a link to, the County’s Social Media Disclaimer and any applicable eGovernment policies.
- 6.8 Users shall exercise discretion as to what other users and pages to follow. As a general rule, Stan County accounts shall only follow entities that contribute to the County’s business value.

Policy 7: Site Content

Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.

- 7.1 Departments are responsible for the content and upkeep of their social sites and should ensure coverage when admins are on leave or vacation, etc.
- 7.2 County websites shall remain the primary and predominant source of information available via the internet.
- 7.3 Information and comments shared through social media channels shall fully comply with all applicable County and Department Communications Policies and Procedures and shall not disclose confidential or proprietary information.

- 7.4 All content posted shall be timely information relevant to the County or the Department's mission, values, objectives, and priorities.
- 7.5 Sharing or posting content owned by others shall be performed in accordance with copyright, fair use, and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.
- 7.6 When content administrators choose to post a document as an image, text on an image cannot be read on a screen reader. Therefore, any content that is not Section 508-ADA1 (American Disability Act) web accessible shall contain simple text links to identical material on a compliant website (e.g. County web page) or other online information source where the information can be properly presented.
- 7.7 Electronic information posted to a social media site by the County, or a member of the public, may be considered a record subject to California's Public Records Act.
- 7.8 When a Department chooses to allow public comments on an approved social media site, that site is subject to the County's Social Media Disclaimer. The site must prominently state that users are subject to the disclaimer and include a link to the County website where the disclaimer is published.
- 7.9 Page posts and comments must be moderated carefully and regularly in accordance with the Social Media Disclaimer. Any comments that are out of compliance can be removed. If there is question as to whether the comment or post in question is in violation, the appropriate Department Head or County Counsel shall be consulted prior to removal.
- 7.10 Social media users may be reported to individual social media companies for harmful or inflammatory language, etc.
- 7.11 The Department Head possesses decision-making authority for determining the appropriateness of any proposed promotion or advertising of outside organizations that have asked for support by way of sharing content on County social platforms. Any request in which an outside entity or organization's event, promotional content or photography compromises the public's perception of the County's neutrality or its ability to act in the public interest shall be rejected. Only partner agencies or sponsors' content should be considered to avoid inconsistencies between Stanislaus County Vision, Values and Priorities, and the policies or practices of the outside organization.

V. General County Social Media Usage Standards

This policy applies only to Stanislaus County Personnel whose scope of work includes social media administration. An employee exercising the use of social media on behalf of the County is expected to thoughtfully and carefully represent Stanislaus County in the online space known as social media. As an ambassador of the County, the employee as well as the County will be judged by the content presented on social media outlets. Posts should be readable at a sixth-grade reading level, use proper spelling and grammar, and should avoid the use of jargon, acronyms, and other language not broadly understood by the public.

Best practices of social media use include always presenting factual information but acknowledging mistakes if they are made. Timely correction of errors or inaccurate information is essential. It is not expected that every comment should be responded to. However, social media is commonly and effectively used as a customer service tool.

By participating in the task of social media administrator on behalf of the County, employees agree to uphold and adhere to the Social Media Policy guidelines for all social media discourse. This Policy is not intended to address employee conduct outside of work, on employee personal time.

This policy shall remain in effect until brought back to the Board of Supervisors for amendment. Should an area of this policy become outdated as social media and best practices evolve, this information should be reported to the County PIO.



STANISLAUS COUNTY SOCIAL MEDIA DISCLAIMER

April 16, 2019

By participating in any social media site operated by or on behalf of Stanislaus County or one of its various departments, you must adhere to the following guidelines.

1. You take full personal responsibility for your user name, your posts and any information you provide.
2. You will not state or attempt to create the appearance that you represent the views of the County, County Departments or County Staff using your personal social media account(s). Only "Authorized Users" in compliance with the County's Social Media policy may articulate the views of Stanislaus County or its departments.
3. Your posts are public. They may be retained and become subject to the California Public Records Act.
4. Inappropriate comments are prohibited on County social media, and will be subject to immediate removal if they contain any of the following:
 - Profane language or content
 - Content that promotes, fosters or perpetuates discrimination of protected classes
 - Sexual harassment
 - Solicitations or advertisements including promotional endorsements
 - Conduct or encouragement of illegal activity
 - Information that may compromise the safety or security of the public or public systems
 - Content intended to defame any person, group or organization
 - Content that violates the legal ownership interest of any other party (such as trademark or copyright infringement)
 - False, vicious or malicious statements concerning any employee, the County or its operations
 - Statements that appear to represent unauthorized views of the County, County Departments or County Staff.

- Violent or threatening content
- Disclosure of confidential, sensitive or proprietary information
- Targeted harassment of any individual or group of individuals

5. Users will be notified of any content removal.

6. Repeat violators of this policy may be banned from all future posts.