

<b>POLICY #50</b>	<b>SOCIAL MEDIA USE</b>
ADOPTED: December 19, 2016	ADOPTED BY: Minute Order

## **Subject**

The County of Mendocino Social Media Use Policy.

## **Authority**

This regulation is issued pursuant to the Mendocino County Code and approved by the Board of Supervisors on December 19, 2016.

## **Applicability**

The County of Mendocino has a business need to augment traditional communication methods with the use of social media channels. Social media is an important tool to communicate directly with constituencies in a manner that reflects the rapidly changing methods by which information is shared. The use of social media presents both opportunity and risk to the County and individual County departments. In general, the County supports the use of social media to further County and department missions and goals.

The County endorses the secure use of social media technology to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. However, their application must not compromise data confidentiality and integrity. The same standards of conduct, principles and guidelines that apply to County of Mendocino employees in the performance of their assigned duties apply to employee social media technology use. This document establishes countywide social media use policies and protocols intended to mitigate associated risks from use of this technology where possible.

## **Policy**

Department use of social media technology shall conform to the policies and protocols contained, or referenced, herein.

### **1.0 Definitions**

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#### **1.1 Social Media**

The U.S. Government defines social media as the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media uses many technologies and forms. Not all forms of social media may be appropriate for use by County departments.

#### **1.2 Official County Email Account**

Email account provided by the IS Division or approved external mailbox that is used for official County business.

#### **1.3 Approved County Social Networking Site**

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Approved County social networking site refers to social networks that the County Executive Office (CEO) and Information Services Division (IS) have assessed and approved for use by County departments. See County of Mendocino Social Media Handbook (Networks and Standards) for the most recent list of approved sites.

**1.4 Post**

An administrator submitted message/blog in the form of, but may not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, computer applications, etc.

**1.5 Comment**

A user submitted response to an administrator post.

**2.0 Responsibility**

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**2.1 Board Approval**

Policy No. 50: Social Media Use was approved by the Mendocino County Board of Supervisors on December 16, 2016.

**2.2 IS and CEO**

Director of Information Services Division, or his/her designee, and the County Executive Office are responsible for facilitating this policy. This includes the responsibility to audit department use of social media and enforce policy compliance.

**2.3 Department Head and Elected Officials**

Within the terms of this policy, Department Heads and Elected Officials have authority to determine and establish social media activity at the department level.

**2.4 Social Media Coordinator**

The Social Media Coordinator is appointed by the Department Head, with authority to use social media on behalf of the department and responsibility to ensure the appropriateness of content.

**3.0 Protocols**

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**3.1 County social Media Technology Use**

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

1. Comply with all applicable federal, state, and county laws, regulations and policies. This includes adherence to but may not be limited to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), California Public Records Act (CPRA), First

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Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, privacy laws, employment related laws and any County of Mendocino Department Employee Codes of Conduct. In addition, County established Policy No. 50– Social Media Use and Personnel Management Policies such as, but not limited to, Human Resources Employer Employee Relations, No. 10 – Equal Employment Opportunity, No. 16 – Public Complaints Concerning County Personnel, No. 22 – Information Services, No. 23 – Sexual Harassment, No. 36 Public Access to County Records, and the Workplace Violence Prevention Plan within the County of Mendocino Safety Manual.

2. Be familiar and carry out social media activity in accordance with the County of Mendocino Social Media Handbook.

### **3.2 Requirements for Department's Using Social Media**

Departments who choose to utilize social media shall:

1. Establish a well thought out social media workplan that complements countywide policies and considers the department’s mission and goals, audience, legal risks, technical capabilities, security issues, emergency response procedures, etc. The workplan shall be submitted to the County Executive Office for review.
2. Designate a Social Media Coordinator responsible for overseeing the department’s social media activity, policy compliance, and security protection.

### **3.3 Authorized Use**

Department Heads, or designees, are responsible for designating appropriate levels of use.

1. Social media network usage shall be limited to only those with a clear business purpose to use the forum.
2. Appropriate usage levels include identifying what sites the individual is approved to use, as well as defining capability: publish, edit, comment or view only.
3. Only official spokespersons, Public Information Officers, Social Media Coordinators, and Department Heads shall be considered authorized users and have permission to post and respond.
4. Authorized users shall review the County’s social media policies and protocols and are required to acknowledge their understanding and acceptance of their scope of responsibility, via signing an acknowledgement form and forwarding to the Executive Office.

### **3.4 User Behavior**

The same standards, principles and guidelines that apply to County of Mendocino employees in the performance of their assigned duties apply to employee social media technology use.

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1. Authorized users shall do so only within the scope defined by their respective department per § 3.3 and in compliance with all County policies, practices, user agreements and guidelines.
2. Authorized social media spokespersons participating in social networking discussions related to County business matters in off County time shall indicate that viewpoints are personal and do not necessarily reflect County opinion.
3. Violations of this policy shall be reviewed on a case-by-case basis and may result in appropriate disciplinary actions.

### **3.5 Approved Social Media Networks**

Departments shall only utilize County approved social media networks for hosting official County social media sites listed in the County of Mendocino Social Media Handbook.

1. New social media networks under consideration will be reviewed and approved by the County Executive Office and the Director of Information Services Division with consultation from County Counsel and Human Resources when appropriate.
2. For each approved social media network, usage standards will be developed to optimize County government use of the site.
3. Departments may request review and approval of additional social media networks to the Executive Office as needed.

### **3.6 Authenticity Establishment**

County department social media sites shall be created and maintained with identifiable characteristics of an official County site that distinguishes them from non-professional or personal uses.

1. County social media network accounts shall be created using an official County email account.
2. Contact information should display an official County email address, including distinguishing language such as, being the “official account”, and provide a link to the County or department website.
3. The name “Mendocino County” and the official County or department logo must be displayed.
4. § 3.7.5: County of Mendocino Social Media User Responsibility Guideline must be displayed.

### **3.7 Site Content**

Departments are responsible for establishing and maintaining content posted to their social media sites.

1. Social Media Coordinators shall review site activity daily for exploitation or misuse.

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2. Social media content shall fully comply with all of the County’s Personnel Management Policies including, but not limited, to Policy No. 10 – Equal Employment Opportunity, No. 16 – Public Complaints Concerning County Personnel, No. 22 – Information Services, No. 23 – Sexual Harassment and the Workplace Violence Prevention Plan, and any Employee Code of Conduct adopted by a County department.
3. Contents posted on County social media sites may be considered public records subject to disclosure under California’s Public Record Act (“PRA” – Government Code §§ 6250 et. seq.). PRA requests for the production of posts on a County social media site shall be handled according to Mendocino County Policy No. 36 – Public Access to County Records.
4. Sites shall provide a link to the County of Mendocino Social Media User Responsibility Guideline (see § 3.7.5) and, if needed, consult with County Counsel to develop department specific disclaimers to meet the County’s legal needs.
5. The following forms of content posted by external and authorized users may be subject to removal if they contain:
  - A. Profane language or content;
  - B. Content that promotes, fosters or perpetuates discrimination of protected classes;
  - C. Sexual harassment content;
  - D. Solicitations of commerce or advertisements including promotion or endorsement;
  - E. Promotion or endorsement of political issues, groups or individuals;
  - F. Conduct or encouragement of illegal activity;
  - G. Information that may tend to compromise the safety or security of the public or public systems;
  - H. Content intended to defame any person, group or organization;
  - I. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
  - J. Publishing false, vicious or malicious statements concerning any employee, the County, or its operations;
  - K. Violent or threatening content;
  - L. Disclosure of confidential, sensitive or proprietary information;
  - M. Advocating for alteration of hours, wages, and terms and conditions of employment (applies to County employees only).

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6. Unacceptable content and repeat individual violators shall be removed. Contact County Counsel on any legal issues. See § 3.8 concerning content management and deletion.
7. Departments shall have preventative measure in place against potential destructive technical incidents. See § 3.9 on network security.

### **3.8 Content and Records Management**

Department use of social media shall be documented and maintained in an easily accessible format that tracks account information.

1. Departments are responsible for the creation, administration and deactivation of social media accounts.
2. All content is to be fully accessible to any person requesting documents from the social media site.
3. Content deemed inappropriate per § 3.7.5, or technically destructive per § 3.9.2, shall be promptly documented (screenshot/printout), and then be removed immediately. County Counsel and Risk Management should be contacted on any legal issues, along with completion of an incident report.
4. Users (e.g., friends, fans or followers) who continue to post inappropriate content shall be removed.

### **3.9 Network Security**

Each Department utilizing social media shall have security controls in place to protect County information and technology assets against potential destructive technical incidents.

1. Perceived or known compromises to the County's internal network shall be promptly reported to IS.
2. Computers, laptops and mobile devices used to administer County social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.

### **4.0 Related References**

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1. County of Mendocino Social Media Handbook
2. County of Mendocino Equal Employment Opportunity Policy No. 10
3. County of Mendocino Public Complaints Concerning County Personnel Policy No. 16
4. County of Mendocino Sexual Harassment Policy No. 23

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5. County of Mendocino Information Services Policy No. 22
6. County of Mendocino Public Access to County Records No. 36
7. County of Mendocino Workplace Violence Prevention Plan
8. County of Mendocino Human Resources Employer Employee Relations Policy