

# **COUNTY OF TUOLUMNE**

## **Information Technology (IT) Policy**



Prepared by:  
County Administration Office  
Information Technology Division

February 18, 2014

# County of Tuolumne Information

## Social Media Policy February 18, 2014

### Table of Contents

1. Purpose .....	04
2. Policy .....	04
2.1 Access .....	04
2.1.1 Local Access .....	04
2.1.2 Access Requests .....	04
2.2 Account Management .....	04
2.2.1 Social Media Strategies .....	04
2.2.2 Strategy Risk Assessment .....	04
2.2.2.1 Employee Productivity .....	04
2.2.2.2 Reputational Risk .....	04
2.2.2.3 Sensitive or Protected Information .....	05
2.2.2.4 IT Environment .....	05
3. Acceptable Use .....	05
3.1 Official Communication .....	05
3.2 Dissemination of Information .....	05
3.3 Interactive Communications .....	05
3.4 Acceptable Use Posted .....	05
3.5 Content Guideline .....	05
4. Content Monitoring .....	05
4.1 Monitoring Requirements .....	05
5. Employee Conduct .....	05
5.1 Employee Role .....	05
5.2 Content Principles .....	05
5.2.1 Customer Protection .....	05
5.2.2 Customer Interactions .....	05
5.2.3 Transparency .....	05
5.2.4 External Links .....	05
5.2.5 Error Correction .....	05
5.2.6 Honesty .....	05
5.2.7 Respect Venue.....	05
5.2.8 Protection .....	05
6. Content.....	06
6.1 Department Role .....	06
6.2 Posting Rules .....	06

6.3 Governance .....	06
6.4 Content Links .....	06
6.5 Structure .....	06
6.6 Confidential/Sensitive Information .....	06
6.6.1 Public Information .....	06
6.6.2 Health Information .....	06
6.6.3 Staff Responsibility .....	06
6.7 Copyright Laws .....	06
6.7.1 Posting .....	06
6.8 Political Advocacy/Commercial Activity .....	06
6.8.1 Department/Employee Responsibility .....	06
6.9 Expectation of Privacy .....	06
6.9.1 User/Employee Expectation .....	06
7. Inappropriate Content Material .....	06
7.1 Appropriate Content Criteria .....	06
7.1.1 Profane Language .....	06
7.1.2 Discrimination .....	06
7.1.3 Sexual .....	07
7.1.4 Political .....	07
7.1.5 Solicitations .....	07
7.1.6 Illegal Activity .....	07
7.1.7 Public Protection .....	07
7.1.8 Legal Ownership Protection .....	07
7.1.9 Off Topic .....	07
7.1.10 Hypertext Links .....	07
8. Security .....	07
8.1 Functionality Requests .....	07
8.2 Personal Mobile Device Requirements .....	07
9. Legal Issues .....	07
9.1 Functionality Requests .....	07
10. Resident Conduct .....	07
10.1 Resident Interaction .....	07

## Tuolumne County Social Media Policy

### **1. Purpose**

Tuolumne County recognizes the public service and business need to augment traditional communication methods with the use of social media. As social media channels and outlets grow, Tuolumne County will need to expand and adapt to meet the needs of a public who use social media as a way to send and receive information. The rapid growth of social media by other local, state, and federal government entities is evidence that social media is a valid and effective way to communicate, both between county agencies, and with the public and community.

The adoption of social media use within the County takes special consideration due to the potential risks involved in using social media technology to communicate, collaborate, and exchange information. Ultimately, the use of social media presents a greater ability for the County to engage the public and communicate important and urgent information that further the goals and mission of the County as a whole.

The Tuolumne County Board of Supervisors and the County Administrator have an interest in adopting a social media policy, and deciding who has the authority to manage social media accounts and content appropriateness. This document serves to establish a social media policy that encompasses the County website social media accounts. Should the County change its direction and no longer support the use of social media use, this document will be revised accordingly.

### **2. Policy**

#### **2.1 Access**

- 2.1.1 Tuolumne County shall establish a social media account through the Tuolumne County website. Access to the social media accounts shall be managed by two to three individuals who will hold the username and password to access these sites, make posts, and edit the page information. Each department will need to determine whether their employees may require access to social media while on County time.
- 2.1.2 Requests for employee access to social media must be made through the Tuolumne County Information Technology (IT) department, with final approval by the County Administrator Office (CAO).

#### **2.2 Account Management**

- 2.2.1 Social media strategies should broadly include a discussion of target audiences, objectives, goal integration, message development, resources, potential partners, legal risks, potential risks, and definition of success.
- 2.2.2 Prior to authorizing the use of social media for County-related purposes, department management should conduct a formal risk assessment to be included in the social media strategy. The assessment should include, at a minimum, the risks of accessing social media websites including:

- 2.2.2.1 Employee productivity.
- 2.2.2.2 Reputational risk to the department or County.
- 2.2.2.3 Potential avenue for exposure or leakage of sensitive or protected information.
- 2.2.2.4 And potential harm to the County's IT environment.

### 3. Acceptable Use

- 3.1 Social media use is for official agency communication with the purpose of promoting a department's broad interests or specific programmatic and policy interests, in accordance with County goals and objectives. Personal use is not acceptable.
- 3.2 The social media pages set through the County website will be for the dissemination of information to the public and community only.
- 3.3 Social Media is designed for interactive communications with the public user community. The ability to comment on posted web content is essential and will be allowed according to clear County guidelines posted on each Social Media site.
- 3.4 Any Social Media site that is setup for County posts must have clear language posted in an appropriate area as to the use of the site and the acceptable content that can be posted.
- 3.5 Content language posted to the social media site must adhere to guidelines posted in Section 7.

### 4 Content Monitoring

- 4.1 The County will monitor Social Media sites on a daily basis. Any content that is identified as inappropriate may be flagged and removed from the site according to the criteria identified in Section 7 "Inappropriate Content Material".

### 5 Employee Conduct

- 5.1 Employees representing Tuolumne County via social media websites shall conduct themselves at all times as representatives of Tuolumne County. Employees who fail to conduct themselves in an appropriate manner shall be subject to disciplinary action.
- 5.2 Key principles of appropriate social media conduct are as follows, but not limited to:
  - 5.2.1 Customer protection and respect are paramount.
  - 5.2.2 We will use every effort to keep our interactions factual and accurate.
  - 5.2.3 We will strive for transparency in our interactions.
  - 5.2.4 We will provide links to credible sources of information to support our interactions, when possible.
  - 5.2.5 We will publicly correct any information we have communicated that is later to be found in error.
  - 5.2.6 We are honest about our relationships, opinions, and identity.
  - 5.2.7 We respect the rules of the venue.
  - 5.2.8 We protect privacy and permissions, subject to the Public Records Act or any other applicable law or regulation.

## 6 Content

- 6.1 Departments are responsible for establishing, publishing, and updating their pages and information on social media sites. Department Head, or designee, must approve content posted on social media sites.
- 6.2 All messages, information, and content posted to social media sites shall adhere to this Social Media Policy for appropriate use, message, and branding consistent with the goals of Tuolumne County.
- 6.3 All official Tuolumne County presences on social media sites are considered an extension of the County's information networks and are governed by the IT web policy.
- 6.4 Whenever possible, links to more information should direct users back to Tuolumne County's official website for more information, forms, documents, or online services necessary to conduct business in Tuolumne County.
- 6.5 County-related social media pages must be narrowly structured to focus on the particular interests of Tuolumne County.
- 6.6 Protection and Non-Disclosure of Confidential/Sensitive Information:
  - 6.6.1 Confidential, sensitive, proprietary or non-public information will not be shared.
  - 6.6.2 Information posted on County Social Media sites or links from those sites to County sites will not contain data or information that relates, or can be connected to, an individual or group of individuals containing specific health information (doctors, diagnoses, medication/prescriptions, etc.), personally identifiable information (names with social security numbers, bank accounts) or information deemed to be sensitive in nature or protected by Federal, State, or County rules and regulations.
  - 6.6.3 It is the responsibility of all County staff authorized to use County Social Media sites to ensure that information posted on these sites do not contain confidential, sensitive, proprietary or personal information.
- 6.7 Copyright Laws:
  - 6.7.1 Postings will respect copyright laws, and reference or cite sources appropriately. This includes, but is not limited to, quotes, images, documents, links, etc.
- 6.8 No Political Advocacy or Private Commercial Activity:
  - 6.8.1 Departments and their employees will not use County Social Media sites for advocacy of political purposes or to conduct private commercial activities.
- 6.9 No Expectation of Privacy:
  - 6.9.1 Users of County Social Media sites, including employees, are cautioned not to have any expectation of privacy as to any posting.

## 7 Inappropriate Content Material

- 7.1 When assessing appropriate content the County will use the following criteria as a guideline to judge when material should be removed.
  - 7.1.1 Profane language or content;
  - 7.1.2 Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to

public assistance, national origin, physical or mental disability or sexual orientation;

- 7.1.3 Sexual content or links to sexual content;
- 7.1.4 Comments in support of or opposition to political campaigns or ballot measures;
- 7.1.5 Solicitations of commerce;
- 7.1.6 Conduct or encouragement of illegal activity;
- 7.1.7 Information that may tend to compromise the safety or security of the public or public systems;
- 7.1.8 Content that violates a legal ownership interest of any other party;
- 7.1.9 Comments not topically related to the particular social medium article/posting being commented upon;
- 7.1.10 For site security, hypertext links in comments are prohibited. Users may post only plain text links that users can copy and paste into a browser.

## 8 Security

- 8.1 Departments may request the CAO to approve social media functionality such as instant messaging, file exchange, and “friends”.
- 8.2 Authorized employees can manage the County social media social media accounts from personal mobile devices (iPhone or Droid) with social media applications. Employees should be aware that applications do not provide the full set of page management features found on the desktop browser versions. If an employee loses a personal phone and someone accesses the social media sites via an application, an official County resource is at risk. If a personal phone is being used to access social media sites on behalf of Tuolumne County, it must be password protected to avoid unauthorized access to the County’s social media outlets. If a phone is lost, the IT department and social media website administrators must be contacted so that administrative rights can be temporarily removed.

## 9 Legal Issues

- 9.1 Departments that use social media are responsible for complying with all applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, record retention, California Public Records Act, First Amendment, privacy laws, employment laws, and information security policies established by Tuolumne County.

## 10 User Interface

- 10.1 Responding to comments or users via social media is not required of Tuolumne County employees and should not be expected by users. Individuals with questions or concerns should contact the County using traditional methods, such as in person, over the phone, and/or through the mail/e-mail.