



SOCIAL MEDIA USE

County of Orange
County Executive Office
Information and Technology

County Social Media Use Policy and Procedure



Subject: County Social Media Use Policy	Number: SM-001
Approved By:	Effective: March 30, 2010 Last Revision: March 30, 2010 Revision No.: 1.0

I. PURPOSE

The County of Orange has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0) use by other local, state and federal government entities as an indication that social media can be used effectively to enhance constituent communications. The use of social media presents opportunity and risk to individual County agencies and departments, as well as the County as a whole. In general, the County supports the use of social media technology to enhance communication, collaboration and information exchange to meet business mission and goals.

This document establishes countywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. Shall the County change its direction on social media use, this policy will be revised and agency/department social media activity shall be adjusted accordingly.

II. APPLICABILITY

This policy applies to all County of Orange employees and approved volunteers, consultants, service providers and contractors performing business on behalf of a County agency/department.

Agencies/Departments using social media technology prior to the implementation of the County's Social Media Use Policy shall achieve full policy compliance within 90 days of the effective date of this document.



III. RESPONSIBILITY

The County's Social Media Policy was approved by the County Board of Supervisors on xx/xx/xxxx.

The County Executive Officer, or his designee, is responsible for facilitating the County's Social Media Policy in compliance with established Board rules and protocols. This includes responsibility to audit agency/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 agency/department program level.

IV. POLICY

1. Agency/Department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.
2. An agency/department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and supported by a strong business case that considers the agency/department's mission and goals, audience, legal risks, technical capabilities and potential benefits.
3. Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to agencies/departments with sufficient information and technology security controls.
4. Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department, and for designating appropriate access levels.
5. Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.
6. County agency/department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.



7. Agencies/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.
8. The same standards, principles and guidelines that apply to County of Orange employees in the performance of their assigned duties apply to employee social media technology use.
9. Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California's Public Records Act or required to be retained pursuant to the Government Code.
10. Agency/Department social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the County at risk.

V. PROCEDURES

Policy 1 County Social Media Technology Use

Agency/department 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 Workforce, Information and Technology, eGovernment and Social Media usage policies.
- 1.2. Be familiar and carry-out social media activity in accordance with the County's Social Media Participation Guidelines, where applicable.
- 1.3. Establish and utilize social media in accordance with the County's Approved Social Media Networks and Usage Standards.



Policy 2 Agency/Department Decision to Embrace Social Media

An agency/department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and supported by a strong business case that considers the agency/department's mission and goals, audience, legal risks, technical capabilities and potential benefits. Agencies/Departments who choose to utilize social media shall:

- 2.1. Have a strong understanding of the risks associated with using social media in order to make an effective business decision.
- 2.2. Engage internal Agency/Department IT, Risk Management and County Counsel Representatives to assess the risks of utilizing a specific County approved social networking site in comparison with the business opportunities expected.
- 2.3. Establish a well thought out social media strategy.
- 2.4. Develop and maintain agency/department specific social media policies and procedures. HR shall be consulted to provide advisory on labor impacts.
- 2.5. Require authorized staff to complete social media security training.
- 2.6. Have security controls in place to protect County Information and Technology assets.
- 2.7. Designate a Social Media Coordinator responsible for overseeing the agency/department's social media activity and policy compliance.

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 agencies/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 may not be limited to, cyber, virus and spyware/adware attacks.



- 3.2. CEO IT and Agency/Department IT shall make a diligent effort to provide authorized users access to social media networks from within agency/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, agencies/departments shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

Policy 4 Authorized Use

Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department, and for designating appropriate access levels.

- 4.1. Social media network access shall be limited only to those with a clear business purpose to use the forum.
- 4.2. Appropriate access levels include identifying what sites, or type of sites, the individual is approved to use, as well as defining capability: publish, edit, comment or view only.
- 4.3. Only Official Spokespersons, Public Information Officers and select individuals shall have permission to create, publish or comment on behalf of a County Agency/Department.
- 4.4. Authorized users shall be provided a copy of the County's social media policy and are required to acknowledge their understanding and acceptance via wet signature.

Policy 5 Approved Social Media Networks

Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.

- 5.1. Social media networks under consideration will be reviewed and approved by the County Executive Office and CEO IT with consultation from County Counsel, HR and Risk Management when appropriate.



- 5.2. For each approved social media network, usage standards will be developed to optimize government use of the site in correlation with the County's overall business mission and County Social Media Use Policy.
- 5.3. CEO IT is responsible for maintaining the list of approved social media networks and site related usage standards.
- 5.4. Social media networks on the approved list shall be reviewed bi-annually for changes to terms of use agreements and/or new/expired offerings.
- 5.5. An agency/department may request review and approval of additional social media networks as needed.

Policy 6 Official County Social Media Sites

County agency/department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.

- 6.1. Social media network usage standards are accessible from CEO IT
- 6.2. County social media network accounts shall be created using an official County email account, when possible.
- 6.3. Sites shall contain visible elements that identify them as an official County of Orange site. Among other items, this includes displaying official County seals, agency/department brands, contact information and a link to agency/department websites.
- 6.4. County social media sites shall display, or provide a link to, the County's social media disclaimer and any applicable eGovernment policies.

Policy 7 Site Content

Agencies/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. As is the case for County of Orange web sites, agencies/departments are responsible for the content and upkeep of their social media sites.



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- 7.2. County websites shall remain the primary and predominant source for Internet information.
- 7.3. Social media content shall fully comply with the County's eGovernment Appropriateness of Content Policy.
- 7.4. Information and comments shared through social media channels shall fully comply with agency/department Communications Policies and Procedures and shall not disclose confidential or proprietary information.
- 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. Use of sites that are not Section 508 web accessible shall contain "simple" text links to identical material on a compliant website or other social media network.
- 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 Record Act.
- 7.8. It is not intended to use social media sites in a way that guarantees the right to protected free speech. Each agency/department is responsible for monitoring postings, and taking appropriate action when necessary, to protect general site visitors from inappropriate or technically harmful information and links.
- 7.9. Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):
 - 7.9.1. comments not topically related;
 - 7.9.2. profane language or content;



- 7.9.3. content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
 - 7.9.4. sexual content or links to sexual content;
 - 7.9.5. solicitations of commerce;
 - 7.9.6. conduct or encouragement of illegal activity;
 - 7.9.7. information that may tend to compromise the safety or security of the public or public systems;
 - 7.9.8. content that violates a legal ownership interest of any other party.
- 7.10. Agencies/Departments choosing to establish a blog or allow posts from the public on County social network sites, shall prominently display, or provide a link to, the County's eGovernment Comment Policy.
- 7.11. Agencies/Departments choosing to use public comments shall consult with County Counsel to develop agency- or department-specific disclaimers to meet the County's legal needs. County Counsel may also be consulted to determine whether to remove comments that violate this policy

Policy 8 User Behavior

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

- 8.1. County workforce members authorized to use social media technology shall do so only within the scope defined by their respective agency/department per policy 4 of this document and in compliance with all County Workforce, eGovernment and IT policies, practices and use agreements.
- 8.2. It is strongly recommended that social media use be performed within the County's established Social Media Guidelines.



- 8.3. Authorized social network spokespersons participating in personal social networking discussions related to County business matters shall indicate that viewpoints are personal and may not reflect County opinion.
- 8.4. Authorized County social media users shall complete social media security training.
- 8.5. Workforce members performing County social media work beyond normal work hours shall receive pre-authorization from the agency/department.
- 8.6. Employees shall obey all laws, including but not limited to, the Hatch Act of 1939, when using social media.

Policy 9 Records Management

Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California's Public Records Act or required to be retained pursuant to the Government Code.

- 9.1. Agencies/Departments are responsible for the creation, administration and deactivation of social media accounts.
 - 9.1.1. Account password information shall only be shared with authorized staff that has been designated by the Department Head, or her/his designee, to fulfill the role of site account administrator.
 - 9.1.2. Passwords shall conform to County complex password requirements when permissible.
 - 9.1.3. Account password shall promptly be reset when an employee is removed as an account administrator.
- 9.2. Agencies/Departments shall maintain a record of social media sites created for County use, including, but may not be limited to:
 - 9.2.1. A log file containing the name of the social media network, account id, password, registered email address, date established, authorizing representative and name of person who created



- account and agreed to the sites terms of use agreement and/or policy.
- 9.2.2. A record of the sites usage agreement at the time the site was created and any updated versions.
- 9.2.3. A list of authorized site content authors and editors.
- 9.3. Electronic information posted to a social media site by the County, or a member of the public if permitted, may be considered a record subject to California's Public Record Act.
- 9.3.1. Any content maintained in a social media format that is related to County business, including a list of subscribers and County or public posted communication, may be a public record. Agencies/Departments shall have procedures in effect to preserve published social media content.
- 9.3.2. The Agency/Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.
- 9.3.3. Site content shall be maintained in accordance with its respective Records Retention Schedule and in accordance with County IT policies and procedures. If the content constitutes a public record, it must be disclosed to the public unless an exemption applies.
- 9.3.4. Posts deemed technically harmful or inappropriate per policy 7 shall be promptly documented, saved pursuant to IT policies and procedures regarding record retention and removed.
- 9.4. Agencies/Departments shall maintain a record of signed social media policy acknowledgement forms for each authorized user.

Policy 10 Site Monitoring

Agency/Department social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the County at risk.

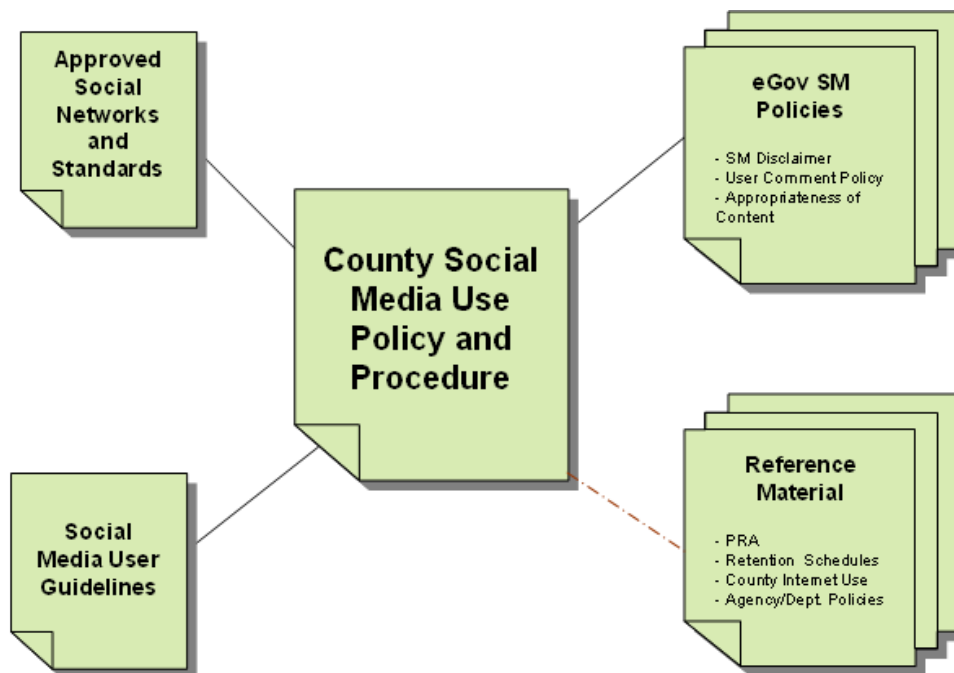


- 10.1. Agency/Department social media site administrators shall review site activity and content daily for exploitation or misuse.
- 10.2. Agency/Departments that allow the public to post comments, links or material directly onto their social media sites shall have an established process, including technical capability outside of the County's network, to verify that postings meet the rules established under policy 7 of this document. Posts deemed technically harmful or inappropriate shall be handled per procedure 9.3.4. Agencies/Departments choosing to use public comments shall consult with County Counsel to develop agency- or department-specific disclaimers to meet the County's legal needs. County Counsel may also be consulted to determine whether to remove comments that violate this policy.
- 10.3. Agencies/Departments shall be responsible for monitoring employee use of social media and social networking websites.
- 10.4. Perceived or known compromises to the County's internal network shall be promptly reported to CEO IT's Chief Security Officer.



VI. RELATED REFERENCES

1. County Approved Social Media Networks and Standards
2. County Social Media Participation Guidelines
3. County eGovernment Policies and Standards
4. County Internet and Data System Use Agreement
5. County Electronic Records Management Policy
6. County Legal Hold Policy
7. California Public Records Act
8. Agency/Department Public Information Policies and Procedures
9. Agency/Department Records Retention Policies and Schedules





VII. DEFINITIONS

Social Media and Web 2.0 - The U.S. Government defines social media and Web 2.0 as umbrella terms that define the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more. Not all forms of social media may be appropriate for use by County agencies and departments.

Official County Email Account – Email account provided by an agency/department mail system or approved external mailbox that is used for official County business.

Approved County Social Networking Site – Refers to social networks that the County Executive Office has assessed and approved for use by County Agencies and Departments.

Revision History:

<i>Revision No.</i>	<i>Revision Date</i>	<i>Author</i>	<i>Description</i>
v1.0	3/30/2010	CEO-IT	Document originated