



County of Clinton

Information Technology Social Media Policy

Rules and Regulations for use of Social Media

Purpose and Benefits of the Policy

Introduction

More people than ever are using social media technologies to create, connect and collaborate online. The term social media is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web. 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 missions 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. This policy applies to all County of Clinton employees and approved interns, consultants, service providers and contractors performing business on behalf of a County agency/department (hereinafter referred to as County Information Technology Systems Users [County ITS Users]).

Policy Statement

The purpose of this policy is to promote the use of Social Media as an efficient communication and data gathering tool, and to ensure that County departments have the information necessary to use social media to their best advantage in supporting county business.

The information communicated over social media is subject to the same laws, regulations, policies, and other requirements as information communicated in other written forms and formats. All County of Clinton social networking sites shall adhere to applicable state, federal and local laws, regulations and policies including all Information Technology and Records Management policies. Freedom of Information Act and e-discovery laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws.

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. Social media network access shall be limited only to those with a clear business purpose to use the forum.

Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to County ITS Users with sufficient Information and Technology security controls. 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 limited to cyber, virus and spyware/adware attacks.

County ITS Users are responsible for establishing and maintaining content posted to their social media sites on behalf of their agency/department and shall have measures in effect to prevent inappropriate or technically harmful information and links.

Employees:

- Must abide by all applicable policies and work rules regarding the use of the Internet when using social media tools for business purposes. The use of social media tools on County government entity IT resources will be monitored by the same method as defined in those policies and work rules.
- Must not discuss or post confidential, proprietary or otherwise restricted information.

- When speaking on behalf of the County government entity, users must be transparent when participating in any online community. They should disclose their identity and affiliation with the County government entity.
- Communicate in a professional manner.
- Abide by copyright and other applicable laws. Participation online results in a user's comments being permanently available and open to being republished in other media. Users should be aware that libel, defamation, copyright and data protection laws apply.
- When communicating on behalf of the County government entity, County ITS Users must obtain the necessary authorizations by management and the Public Information Officer, or other designee as appropriate.
- Must obtain permission before publishing photographs, videos or quotes of others.

When your comments or profile can identify you as an employee of Clinton County, you must:

- Only disclose and discuss publicly available information.
- Ensure that all content published is accurate and not misleading and complies with all County Policies.

When not representing the County government entity, County ITS Users who publish personal or professional opinions must not invoke their County government entity title. In such cases, users must use a disclaimer such as the following where technically feasible: "The postings on this site are my own and do not represent the position, strategy or opinion of the County government entity".

Social Networking Sites

Users and visitors to County social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between County departments and members of the public. County social media site articles and comments are subject to removal, including but not limited to the following types of postings regardless of format:

- Comments not topically related to the particular article being commented upon;
- Profane language or content;
- 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;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems.

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.

- Agencies/departments are responsible for the creation, administration and deactivation of social media accounts.
- Account password information shall only be shared with authorized staff that has been designated by the Department Head, or his/her designee, to fulfill the role of site account administrator.
- Passwords shall conform to County complex password requirements when permissible.
- Account passwords shall promptly be reset when an employee is removed as an account administrator.

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.

- 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.
- The agency/department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.
- 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.

It is the responsibility of the County government entity to appropriately classify any information posted on social media sites. To avoid issues with records retention policies and laws, it is recommended that County government entities post only information that is not confidential, proprietary or otherwise restricted. All social networking sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

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 the potential to place, the County at risk.

Agency/Department social media site administrators shall review site activity and content daily for exploitation or misuse.

Agency/Departments that allow the public to post comments, links or material directly onto their social media sites shall have an established process to verify that postings meet the rules established above.

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.

Agencies/Departments shall be responsible for monitoring employee use of social media and social networking sites in accordance with County IT policies and procedures.