



TITLE: Social Media Use		PROCEDURE #: 704-A
DEPT: Information Technology		DIVISION:
EFFECTIVE DATE: 6/11	REVIEWED: 3/15	REVISED: 3/15

OBJECTIVE: To establish procedures for the use of social media.

REFERENCE: Policy #704

POLICY STATEMENT: To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, county departments may consider using social media tools to reach a broader audience. The county encourages the use of social media to further the goals of the county and the missions of its departments, where appropriate.

The county has an overriding interest and expectation in deciding what is spoken on behalf of the county on social media sites. This policy establishes guidelines for the use of social media.

APPLICABILITY: All county departments, employees, contractors, and volunteers.

PROCEDURES:

1. Definitions

- 1.1 “Social Media Account” or “Account” means any distinct social media presence by the county or by a county department, regardless of the proprietary term for that presence used by the social media platform.
- 1.2 “Archiving tool” or “tool” means the mechanism provided by the county to archive social media content for purposes of complying with Oregon public record law.
- 1.3 “Contractors” includes, but is not limited to, Marion County Fair vendors authorized to post content to county social media accounts.
- 1.4 “Platform” or “social media platform” means any service that allows persons or organizations to establish a social media account. This includes but is not limited to Facebook, Twitter, LinkedIn, and other such services.



1.5 “Content” means all information appearing on county social media accounts. This includes material posted by county employees, contractors, or volunteers as well as comments by members of the public.

2. Responsibilities:

2.1 County departments must receive approval from the chief administrative officer, or designee, before establishing a new account on any social media platform. Before establishing a new account on any social media platform, a county department must develop (a) Administrative Standards (Attachment A), and (b) Operational Guidelines (Attachment B). These documents shall be provided to the chief administrative officer, or designee, in order to receive approval.

2.1.1 Section 2.1, above, does not require county departments that already operate social media accounts at the time of the adoption of this procedure to obtain approval to continue operating those specific accounts. Such departments must, however, comply with Section 2.1.2.

2.1.2 County departments that already operate social media accounts shall develop the Administrative Standards and Operational Guidelines discussed in Section 2.1 within 30 days of the adoption of this procedure.

2.1.3 The department head of each department that operates social media accounts, or a designee, must review the Administrative Standards and Operational Procedures adopted by that department at least once every six months. Information contained within these documents must be revised at this time if the department’s use of social media has changed or if the employees with access to county social media accounts have changed. The department head, or designee, shall notify the chief administrative officer, or designee, of any revisions.

2.2 The Board of Commissioners, the chief administrative officer, or a designee of the chief administrative officer may order the editing or removal of any content produced by county employees that has been posted on county social media accounts. The Board of Commissioners, chief administrative officer, or a designee of the chief administrative officer may order the removal of any content that violates the moderation guidelines listed in section 2.5.

2.3 The county will provide a tool for purposes of archiving all content on county social media accounts. All departments must use this tool to archive content on social media accounts maintained by that department.



- 2.3.1 The tool provided by the county shall archive all content appearing on county social media accounts in a manner that fully complies with Oregon public records law.
 - 2.3.2 The county must retain ownership of all content posted to county social media accounts until that content is destroyed at the end of its retention schedule. County social media content must be available upon demand at all times until the expiration of the applicable retention period.
 - 2.3.3 The chief administrative officer shall appoint at least two county employees to exercise administrator rights with regard to the archiving tool.
- 2.4 Users and visitors to county social media accounts shall be notified that the intended purpose of the account is to engage with members of the public in a way that helps county departments carry out their intended functions. Members of the public may post comments or other content in a manner consistent with the county's moderation guidelines, but the county will not publicly display content that violates those guidelines. An appropriate email address should also be provided for persons that prefer to communicate with the department by email. The information described in this section may be made available by a link from the social media account.
- 2.5 The head of each department that operates a social media account, or a person designated by that department head, shall ensure that all content posted to social media accounts operated by that department complies with the following moderation guidelines:
- Content and comments must be topically related to the services provided by the department that maintains the social media account;
 - Neither content provided by the county nor comments may contain profanity or abusive language;
 - County social media accounts shall not be used for purposes of harassment;
 - County social media accounts shall not be used to disseminate:
 - 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;



- Information that may tend to compromise the safety or security of the public or public systems;
 - Content that violates a legal ownership interest of any other party; or
 - Promotion or opposition of any person campaigning for election to a political office, or promoting or opposing any ballot proposition.
- County social media accounts shall not be used to solicit commerce;
 - County social media accounts shall not be used to conduct or encourage illegal activities;
 - County social media accounts shall not be used to disclose any information that the county and its employees must keep confidential by law or administrative rule.
- 2.6 A link to the moderation guidelines listed in section 2.5 above shall be prominently featured on any social media account maintained by the county.
- 2.7 Content that does not comply with the moderation guidelines must not be publicly posted. It is, however, still a public record and copy must be retained.
3. Training

All persons who access county social media accounts as part of their job duties must receive training on the proper use of county social media accounts. The training will include information on:

- County policies and procedures,
- State and county ethics and election laws and policies,
- State public records laws,
- State and county public records retention laws and schedules,
- Social media tool policies and procedures, and
- Other information relevant to appropriate, legal and effective use of social media tools.



A training module will be made available on the county intranet page to facilitate compliance with this section.

4. Administration of County Social Media Accounts:

4.1 The head of each county department that operates a social media account is ultimately responsible for the content appearing on that account. The head of each department must either personally maintain control over the content appearing on the department's social media accounts, or appoint a designee to exercise control over the department's social media accounts.

4.2 Each county department with a social media presence shall maintain a list of all social media accounts operated by that department, including login and password information, and the names of any employees with access to county social media accounts. Each department will restrict access to social media accounts operated by that department to the department head or designee, and to employees chosen by the department head or designee whose job duties involve accessing department social media accounts. The department head or designee will update the list of employees with access to social media accounts operated by that department whenever an employee gains or loses access to department accounts.

4.2.1 County social media accounts will be operated by county employees. Departments wishing to allow contractors or volunteers to operate county social media accounts must apply for an exception under Section 6 of this procedure. The department seeking the exception shall maintain a list of all volunteers or contractors with access to county social media accounts.

4.3 The Board of Commissioners authorizes the Information Technology Director or designee to immediately edit or remove content from social media accounts that is deemed in violation of the social media policy, the moderation guidelines laid out in section 2.5 of this procedure, or any applicable law.

4.4 The head of each department that operates a social media account, or a designee, shall review social media accounts operated by that department no less than once every six months. If a social media account has fallen into disuse or no longer provides a benefit to the department that operates the account, the department head or designee may order the account deactivated.

4.5 Photographs or video of county employees, contractors, and volunteers may be used on county social media accounts only with permission of the employee, contractor, or volunteer pictured; written permission is not



necessary if the person depicted has been specifically notified that the photograph may be used on a county social media account and has been given the opportunity to move out-of-frame before the photograph is taken.

- 4.5.1 Photographs or video taken in a public place may be used on county social media accounts without obtaining permission from any person whose image or likeness may incidentally be contained in the photograph or video.
 - 4.5.2 Photographs or video depicting any person other than a county employee, contractor, or volunteer in a closed or non-public setting may be used on county social media accounts only with written or email permission from the person depicted.
 - 4.5.3 Employees taking photographs or video that may be posted on county social media accounts must be aware at all times of the privacy or security concerns applicable to the location where the photographs or video is being taken. Particular care must be taken when taking photographs or video at or around Health Department, Sheriff's Office, and Juvenile Department facilities.
- 4.6 County social media accounts may only "Like", "Follow" or similarly express approval for social media accounts operated by the following:
- Any other Marion County department;
 - The State of Oregon, or any component of Oregon state government;
 - The government of any Oregon county or city;
 - The government of any other state, or of any other city or county within the United States.
 - The United States federal government, or any component of the United States federal government;
 - Entities outside of government that have a well-established relationship the county or with departments of the county, evidenced by participation in county initiatives and programs, or by actions of the Board of Commissioners.



5. Documentation:

For each social media platform approved for use by the county, the Information Technology Department will develop the following documentation:

- 5.1 Technical standards and processes using social media platforms, and
- 5.2 Enterprise-wide design standards.

6. Exceptions:

Exceptions to this procedure will be approved by the chief administrative officer or designee.

6.1 The following criteria will be used to determine approval of an exception:

- 6.1.1. The exception request is driven by the needs of the department making the request or would benefit the department making the request in a manner that is particularly relevant to the function served by that department;
- 6.1.2. The exception will not compromise the county's ability to control the content that appears on county social media accounts; and
- 6.1.3. The exception will not compromise the county's compliance with state or federal law, including Oregon public records laws.

6.2 Exception requests must be submitted to the chief administrative officer or designee at least seven working days prior to the requested start date.

6.3 Approvals of exceptions will be sent to Information Technology Department.



Procedure 704-A
Attachment A

EXAMPLE

Note: Departments are encouraged to develop department specific standards.

**Marion County [Department]
Administrative Standards for Social Media Use**

Marion County encourages work related use of social media to facilitate communication with constituents and sharing of information in support of the mission and business of Marion County and [Department].

Pursuant to Marion County Social Media Use Administrative Procedures, Marion County departments engaging in social media must develop and adopt operational and administrative standards for social media use. Per policy guidelines, the county has an overriding interest and expectation in deciding what is spoken on behalf of the county on social media sites. Therefore, operational and administrative standards must be reviewed and approved by the chief administrative officer, or designee, before a social media account is established for a department or division within a department.

The Marion County [Department] has developed and adopted the following administrative and operational standards for social media use. These operational and administrative standards are used in conjunction with Marion County Policy 704 Social Media Use Policy, Procedure 704-A Social Media Use, and Policy 701 Use of Telephones, Computer and Data Communications Equipment, Email and Internet.

Employees authorized to post content on behalf of [Department] understand and will comply with the following standards.

1. Pursuant to Policy 704, the head of [Department] is ultimately responsible for all content that appears on the social media accounts operated by [Department]. The head of [Department] further designates the following person to exercise administrative authority over the social media accounts operated by [Department]:

2. [Department] authorizes the following person(s) to communicate on behalf of the department on social media accounts(s):



3. [Department] intends to establish accounts on the following social media platform(s) to share information in support of the mission and business of the department:

4. [Department] recognizes that social media use is authorized for county/department business purposes and must comply with federal, state, and county laws, rules, and regulations; and county and department policies and procedures.
5. [Department] intends to update and maintain the accounts at _____ intervals.
6. Removal of the account or any of its contents may be determined by the department head or designee, Information Technology Department Director, Chief Administrative Officer, or Board of Commissioners.



Procedure 704-A Social Media Use
Attachment B

EXAMPLE

Note: Departments are encouraged to develop department specific standards.

**Marion County [Department
Operational Standards for Social Media Use**

Employees authorized to post content on social media accounts are required to:

1. Protect and respect the privacy of clients, partners, and other employees; notify bystanders when you are taking photographs or video for use on county social media and afford an opportunity for people to get out of frame; obtain written or email permission to use the image or likeness of any person when taking photographs or video in a closed or non-public setting; follow all relevant security and privacy policies when taking photographs or video at or near county facilities.
2. Comply with federal, state and county laws regarding public records, copyright, records retention, fair use, privacy, and financial disclosure laws.
3. Check facts, cite sources, avoid copyright infringement, acknowledge and correct errors, and check spelling and grammar before making a post live on any social media site.
4. Post only within the employee's area of expertise and knowledge.
5. Make corrections expediently and note that a correction was made.
6. Maintain confidentiality of county information.
7. Follow the rules and procedures of any social media site on which they are posting content on behalf of Marion County.
8. Regularly maintain and update active department sites.
9. Follow department standards for identifying themselves when posting on a social media site.
10. Obtain department head approval before posting anything as an official statement of Marion County unless the employee is an authorized spokesperson and the information is posted on the county/department's web site.

Employees authorized to post content on social media sites are prohibited from:



ADMINISTRATIVE PROCEDURES

1. Making libelous and/or defamatory or false statements.
2. Plagiarizing material.
3. Sharing private, personal, or confidential information.
4. Posting commercial promotions or spam.
5. Posting information that is in draft form or is pending publication.
6. Including content in postings for which the county does not own the copyright or does not have legal permission to use.
7. Posting comments in support or opposition of political campaigns or ballot measures.

Employees who engage in improper use of social media may be subject to disciplinary action.

_____ Employee	_____ Date
_____ Department Head	_____ Date
_____ Chief Administrative Officer	_____ Date