

Subject: SOCIAL MEDIA USE POLICY

Date: June 7, 2017

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Replaces Policy Dated: N/A

PURPOSE: To establish a Pinal County policy for social networking to be used in a responsible and legal manner.

SCOPE: This policy is applicable to all Pinal County employees, volunteers, and contractors.

STATEMENT OF POLICY: Pinal County employees must not compromise data confidentiality or data integrity and must mitigate risks when utilizing social media as part of the County's technology resources.

A. Definitions.

1. Social Media: The various activities that integrate technology, social interaction, and content creation so individuals or groups can create, organize, edit or comment on, combine, and share content. Social media includes, but is not limited to, social-networking (e.g. Twitter, Facebook, LinkedIn), blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, and Really Simple Syndication (RSS).
2. Official County Email Account: An email account that is used for official county business which is designated by the @pinalcountyz.gov domain and is managed by Pinal County Information Technology Department.
3. Post: An administrator submitted message/blog in the form of, but not be limited to, text, videos, photographs, graphics, links (hyperlinks), documents, and computer applications.
4. Comment: A user submitted response to an administrator post.

B. Department and Elected Official Responsibilities. County departments or elected officials prior to the use of office social media technology shall implement the following practices:

1. Establish a written social media plan that furthers the department's mission and goals, audience, authorized personnel, technical capabilities, security issues, emergency response procedures, etc.
2. Designate a Social Media Coordinator or point of contact responsible for overseeing the social media activity and policy compliance.
3. Comply with all applicable federal, state, and county laws, regulations and media use and all other county policies.
4. Designate appropriate levels of social media use identifying what sites the individual is approved to use, as well as defining whether the employee may publish content, edit content, comment or view only.

5. Assure that all authorized users have reviewed the county's social media policies and procedures and have acknowledged their understanding.
6. At a minimum, apply the User Responsibility Guidelines as listed in section G of this policy to all social media websites utilized by the departments or elected officials.

C. Authenticity Establishment. County social media sites shall be created and maintained with identifiable characteristics indicating it is an official county site that distinguishes them from nonprofessional or personal uses. At a minimum, the social media site shall:

1. Be created using an official county email account which is designated by the @pinalcountyz.gov domain and is managed by Pinal County Information Technology Department.
2. Display an official county email address and provide a link to the county or department website.
3. Include the name "Pinal County" and display the official county seal and a link to the terms of use policy.

D. Site Content. Departments and elected officials are responsible for establishing and maintaining content posted to their office social media sites and meeting the following requirements:

1. Compliance with public records and retention requirements.
2. Review site activity daily for exploitation or misuse.
3. Review of social media content for compliance with all county policies.
4. Include a link to the Pinal County Social Media User Responsibility Guideline.
5. Consult with the County Attorney's Office to develop department specific disclaimers to meet the county's legal needs.

E. Records Management. All department and elected official use of office social media shall be documented and maintained in an easily accessible format that tracks account information, including the following:

1. All content is to be saved for at least one year in a format that allows compliance with any appropriate public records request.
2. The creation, administration, and deactivation of social media accounts.
3. Content deemed inappropriate per the Pinal County Social Media User Responsibility Guidelines shall be promptly documented (screenshot/printout), saved pursuant to county policies and procedures regarding record retention, and then be removed immediately.
4. Individuals (e.g., friends, fans, or followers) who continue to post inappropriate content may be removed.
5. Contact the County Attorney's Office if there is a question regarding the removal of any content or the blocking of any individual from the county's social media sites.

6. Postings/comments on County social media websites by individuals who are not county employees may have First Amendment free speech implications. Consult with the County Attorney's office before removing any content or comments from a county social media page unless such content is a clear violation of the Pinal County Social Media User Responsibility Guidelines.

F. Prohibitions. County employees, volunteers, and contractors are specifically prohibited from accessing social networking on County property for the purposes of engaging in the following activities:

1. Receipt or dissemination of sexually explicit, hate-oriented, threatening or illegal information, including offensive jokes or cartoons;
2. Gambling;
3. Downloading or streaming video or audio files for amusement or entertainment purposes;
4. Engaging in fund raising efforts or political activities (not including official activities from the Elections Department or County Recorder's Office);
5. Engaging in abusive language or behavior toward a fellow employee, a supervisor, or the public;
6. Violating trademark, copyright or intellectual property rights; and
7. Violating public records law.

G. Pinal County Social Media User Responsibility Guidelines. All County social media sites must post a link to the following User Responsibility Guidelines. The following forms of content posted by external and authorized users may be subject to removal if they contain:

1. Profane language or content;
2. Content that promotes, fosters or perpetuates discrimination of protected classes;
3. Sexual harassment content;
4. Solicitations of commerce or advertisements including promotion or endorsement;
5. Promotion or endorsement of political groups or individuals;
6. Conduct or encouragement of illegal activity;
7. Information that may tend to compromise the safety or security of the public or public systems;
8. Content intended to defame any person, group or organization;
9. Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;
10. Making or publishing of false, vicious or malicious statements concerning any employee, the county or its operations;

11. Violent or threatening content; and
12. Disclosure of confidential, sensitive or proprietary information.

Unacceptable content and repeat individual violators shall be removed.