AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Proposed Departmental and Personal Social Media Policies

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
Attached are draft departmental and personal social media policies (as they relate to the County) for consideration. Also attached is a draft photo release for minors.

The County doesn't currently have any social media policies, which could become problematic.

Fiscal Impact: None.

Submitted by: Katherine Haase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ◉ Required ○ Not Required

Comments:

Reviewed by: GUNCOUNTY1\atrezise Discharge Date: 11/18/2014 Certificate of Insurance Required

Yes ○ No ◉

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 12/1/2014

○ Consent Agenda ◉ Regular Agenda ○ Worksession Time Allotted: 15

Agenda Date: 12/16/2014 Follow Up Agenda Date:

Revised April 2013

DEPARTMENTAL SOCIAL MEDIA POLICY
Gunnison County, Colorado

EFFECTIVE DATE: January 1, 2015

PURPOSE:

This policy will provide guidance to those Gunnison County employees who are authorized to post official Gunnison County information on social media outlets such as Facebook, Twitter, YouTube and LinkedIn to ensure the appropriate use of those outlets. When posting to social media outlets on behalf of Gunnison County, employees are serving as representatives of the County. Therefore, all posting shall be in accordance with the guidelines set forth below.

This policy acknowledges the fast-changing landscape of the internet and the multitude of ways in which residents communicate and obtain information from digital sources. Gunnison County encourages the use of social media to reach a broader audience and to further the County's goals.

DEFINITIONS:

For this document, the following definitions apply unless the context clearly indicates otherwise:

Social Media: Includes various forms of information sharing and uses technology to create web or digital content producing communication and conversations. The many technologies and forms include, but are not limited to, posting to the County's website, the use of RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcasts, social networking, social book marking, widgets, virtual worlds, and more. The County Manager shall approve the list of social media outlets that are deemed suitable for use by the County.

Public Information Officer: The primary Public Information Officer (PIO) for the County is the Assistant to the County Manager who has responsibility for periodic and random monitoring of all County social media accounts and content.

Authorized Employees: Only department heads and those employees who are authorized by their respective department heads are authorized to post on social media websites on behalf of Gunnison County. All authorized employees must provide the PIO with the site name, login and password information for each social media outlet to be utilized. Each social media outlet must have at least one valid @gunnisoncounty.org email address assigned to it for login or identification purposes.

GUIDELINES:

General:

1. All official Gunnison County presences on social media sites or services are considered an extension of the County's information networks and are governed by County policy. Departmental social media use will only be approved for business communication and for the purpose of fulfilling job duties, in accordance with County goals and objectives.
2. County departments are encouraged to use social media tools to enhance customer service through improved dissemination of information relating to the County's goals. Approval for use of these tools should first be obtained from the County Manager's office.
3. Departments that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment, privacy laws, and information security policies established by Gunnison County.
4. Each social media outlet will include the County's logo and provide links directing users back to the County's official website for more information, forms, documents or online services necessary to conduct business with Gunnison County.
5. It is the responsibility of all departments and offices to ensure that their content is accurate and up-to-date.

6. Employees will represent the County with integrity and professionalism consistent with this policy.
7. The Public Information Officer will randomly monitor content on each of the departmental social media sites to ensure adherence to this policy for appropriate use, message and branding consistent with the goals of Gunnison County.
8. Any and all information posted, or outlets created, on behalf of the County must:
    A. Directly pertain to the public interest of Gunnison County citizens;
    B. Contain information that is freely available to the public and that is not made confidential by any County official, policy or by local, state or federal law;
    C. Not contain any personal information except for the names of employees whose job duties include being available for contact by the public;
    D. Present the County in a positive light;
    E. Not include photographs or images of anyone who is not a County employee and who can be identified, other than the employee creating the post, without first obtaining a signed release of any such person, or parent of a minor depicted;
    F. Not include language of a nature that is sexually explicit, lewd, racially insensitive, political, religious, illegal, threatening, or that expresses an opinion except as provided below; and
    G. Not be of a commercial nature, unless approved in advance by the County Manager or Public Information Officer. However, posts that announce County functions or events that are officially sponsored by external organizations or businesses are permitted and encouraged.
9. Any threats communicated through the County social media portals by the public, anonymous or explicit, will be documented and presented to the Sheriff's Office for investigation.
10. Violation of these standards may result in the termination of department or individual employee social media privileges, and/or other disciplinary actions as deemed necessary and appropriate.

Interactive/Responsive Posting:

Some social networking websites permit and invite responsive posts by readers. Allowing interactive, responsive posting can benefit the County in that it can provide a channel for persons to express approval and constructive criticism of County programs and events, as well as provide suggestions. Unfortunately, it can also provide opportunities for harmful communications to occur. To maximize the benefits of interaction, while recognizing the public's (not employees who are on the job) right to free speech, useful guidance must be provided to persons wishing to post responses. Therefore, an outlet that permits responsive posts must provide notice of the response policy below in a readily accessible location for anyone wishing to post a comment. In the absence of a readily accessible location within any particular social media outlet, the below post will be made by an authorized employee each January.

"Gunnison County encourages open communication. While this forum allows for public comments, we request that the following guidelines be respected. Comments that do not comply with these guidelines will be subject to deletion.

1. *Messages including any personal attacks, cultural or racial slurs, lewd or obscene comments are not permitted.*
2. *Messages including any commercial and/or illegal solicitations or advertisements are not permitted.*
3. *Messages that promote violence and/or violate a crime victim's rights are not permitted.*
4. *Messages that contain any personally identifiable information such as date of birth, personal address or phone number, Social Security number, driver's license number or records that contain genetic, medical or psychological data or information are not permitted.*

5. *Messages should not contain hyperlinks to material that is not directly related to the discussion and/or conflicts with the above guidelines.*
6. *Persons leaving comments on this forum do so with the understanding that they participate at their own risk and are responsible for their comments. Gunnison County will not be responsible for any content posted by any member of the public, and the appearance of hyperlinks within public comments provided within this forum shall not constitute endorsement on behalf of the County. All comments and replies posted are subject to the Colorado Open Records laws and, as such, are capable of being reprinted and shared without limit."*

The authorized employee must review the outlet not less than twice each work week to ensure compliance with the response policy. Before responding to a post on behalf of the County, the authorized employee shall at all times use his or her best judgment in deciding whether or not, including how, to respond to a post. The employee must avoid argumentative or offensive engagement with any person posting.

Many social media outlets allow interactivity whereby pages or persons can virtually connect (i.e., follow, friend, like, suggest, endorse, etc.). In those scenarios, County social media outlets will be permitted to connect only to other government organizations. Connecting to other types of accounts (i.e., individual persons, commercial businesses, non-profit organizations, political offices, etc.) is not permitted as those types of connections can imply bias on behalf of the County organization.

COMPLIANCE:

1. This policy shall be complied with in all respects. Revisions to this policy may occur and every attempt will be made to provide prior notice of any such change. However, when deemed necessary in order to fully protect the County's interests, the interest of the public, and to more fully protect the safety of the public, including employees governed by this policy, this policy may be changed without notice.
2. Prior to posting on or creating any official social media outlet, each employee shall sign an acknowledgment of receipt (below) of this policy indicating that he or she has read and understands all of its provisions, and agrees to be bound by the same.

ACKNOWLEDGMENT OF RECEIPT:

This statement acknowledges that I have received and read this copy of Gunnison County's Departmental Social Media Policy. I acknowledge, and fully understand, the terms of this policy and agree to abide by them. I understand that any violation of this policy could lead to disciplinary action up to and including termination and/or criminal civil prosecution.

Signed: _____

Printed Name: _____

Title: _____

Department: _____

PERSONAL SOCIAL MEDIA POLICY
Gunnison County, Colorado

EFFECTIVE DATE: January 1, 2015

PURPOSE:

Employees who choose to have personal social media/networking account(s) must refrain from expressing opinions and/or depicting content that could be perceived as being official communication from Gunnison County on their personal social media/networking account(s).

Personal social media/networking accounts must remain personal in nature and be used to share personal opinions. This helps ensure a distinction between sharing personal views and Gunnison County official business. In addition, employees should never use their Gunnison County email account or password in conjunction with personal social media/networking account(s), and employees should never refer or link back to their own personal social media/networking account(s) from official Gunnison County departmental social media accounts.

Gunnison County employees must receive permission from their immediate manager prior to posting pictures of official Gunnison County equipment, automobiles, events and on-duty personnel to their personal social media accounts.

COMPLIANCE:

1. This policy shall be complied with in all respects. Revisions to this policy may occur and every attempt will be made to provide prior notice of any such change. However, when deemed necessary in order to fully protect the County's interests, the interest of the public, and to more fully protect the safety of the public, including employees governed by this policy, this policy may be changed without notice.
2. Each employee shall sign an acknowledgment of receipt (below) of this policy indicating that he or she has read and understands all of its provisions, and agrees to be bound by the same.

ACKNOWLEDGMENT OF RECEIPT:

This statement acknowledges that I have received and read this copy of Gunnison County's Personal Social Media Policy. I acknowledge, and fully understand, the terms of this policy and agree to abide by them. I understand that any violation of this policy could lead to disciplinary action up to and including termination and/or criminal civil prosecution.

Signed: _____

Printed Name: _____

Title: _____

Department: _____

PLEASE RETURN TO GUNNISON COUNTY ADMINISTRATION

Please *carefully* read below and circle "YES" or "NO" to indicate whether you would like your child's name and/or photograph released for the purpose stated. Then, at the bottom of the page, please print child name with parent signature.

THIS FORM IS VERY IMPORTANT, AND WE APPRECIATE YOUR COMPLETING IT. YOUR CHILD'S NAME AND/OR PHOTOGRAPH **WILL NOT BE** UTILIZED ON ANY OFFICIAL GUNNISON COUNTY PRINT OR SOCIAL MEDIA OUTLET UNLESS THIS FORM IS RETURNED TO GUNNISON COUNTY, SIGNED WITH THE APPROPRIATE STATEMENT MARKED.

If your child is involved in events or activities associated with Gunnison County (i.e., CSU Extension Office / 4H, Gunnison County Substance Abuse Prevention Project, CREW, etc.), there is a likelihood that your child's name and/or photograph may be used in official Gunnison County print materials (i.e., newsletters, brochures, etc.) and/or official Gunnison County social media outlets (i.e., Facebook, Twitter, www.GunnisonCounty.org, etc.) highlighting official Gunnison County services. Please indicate whether or not you would like us to publish your child's name and/or photograph to any official Gunnison County print materials or social media outlets.

YES, I give Gunnison County permission to publish my child's name and/or photograph to official Gunnison County print materials and/or official Gunnison County social media outlets.

NO, I do NOT give Gunnison County permission to publish my child's name and/or photograph to official Gunnison County print materials and/or official Gunnison County social media outlets.

_____

(Please print student name here)

_____

(Parent/Guardian signature)

_____

(Date of Execution)