



Livingston County Social Media Policy

1. Purpose:

Livingston County supports the use of social media technology to enhance communication, collaboration, and information exchange to further the goals of the County where appropriate. This document establishes County-wide social media use policies and procedures. This policy may evolve as new technologies and social media sites change.

2. Applicability

This policy is applicable to all Livingston County employees, including contract employees, volunteers, service providers, interns, students, and contractors performing business on behalf of Livingston County (collectively referred to as “users”).

3. Responsibilities

3.1 The Livingston County Social Media Policy was approved by the Livingston County Board of Commissioners on August 17, 2015.

3.2 The Chief Information Officer or Technology Committee will:

- Evaluate and approve all new Social Media Action Plans with input from the Communication Specialist.
- Have final authority to edit or remove official social media sites and any content therein.

3.3 The Communication Specialist will:

- Maintain a list of approved social media networks and sites for official use.
- Evaluate all new Social Media Action Plans.
- Work directly with departments to coordinate social media strategies.
- Provide training to departments on best practices and implementation on an ongoing basis.
- Maintain a log file of social media networks, passwords, registered email addresses, date established, and a list of authorized site users for the purpose of emergency management.
- Ensure all social media sites have the correct security settings according to each social media network’s guidelines found in the Livingston County Social Media Handbook.
- Ensure all social media sites are kept current.
- Create standards for measuring effectiveness of social media, working with departments to establish reporting techniques and measures of success.
- Stay current with social media networks and functionality.

3.4 Department Directors will:

- Determine and establish a Social Media Action Plan for each social media account requested.

- Designate and oversee a departmental Social Media Coordinator and a back-up Social Media Coordinator.

3.5 Social Media Coordinators will:

- Ensure the department's social media sites are regularly maintained and kept current.
- Ensure content posted to the department's official social media sites is appropriate, professional, and consistent with the County's policies.
- Work with the Communication Specialist to employ best practices for the department's social media use.
- Keep the Department Director informed of the department's social media sites and activities.

4. Procedures

4.1 County Social Media Technology Use

County and department use of social media technology shall conform to the policies, protocols, and procedures contained, or referenced, herein.

1. Comply with all applicable Federal and state laws, ordinances, regulations, and county policies. This includes, but may not be limited to laws and county policies regarding personally identifiable information, personally identifiable health information, copyright, records retention, First Amendment, Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, The Privacy Act, privacy laws, fair use and financial disclosure laws, employment related laws, and county Workforce and Information Technology policies.
2. Be familiar and carry-out social media activity in accordance with the Livingston County Social Media Handbook.

4.2 Requirements for Departmental Social Media Use

Departments who choose to utilize social media shall:

1. Complete a Social Media Action Plan for each requested social media account that identifies the department's mission, goals, objectives, audiences, and measures of success. The Social Media Action Plan shall be submitted to the Communication Specialist, Chief Information Officer, and Technology Committee for review and approval.
2. Designate a Social Media Coordinator and back-up Social Media Coordinator responsible for overseeing the department's social media activities, policy compliance, and responding to comments completely, accurately and in a timely manner.

3. Ensure that the department's social media sites are monitored daily. If the department's Social Media Coordinator is unable to monitor the site, the back-up Social Media Coordinator will be responsible for monitoring the site and responding to comments.
4. Department Directors shall designate appropriate usage levels including identifying what social media accounts individuals are approved to use, as well as defining roles.
5. Individuals approved for site use and defined roles shall be entered on the Social Media Action Plan.

4.3 Authorized Use

Livingston County respects the right of any employee to engage in online social networking using the Internet, other technology, and social media networks during their personal time. This includes instant messages, text, video, photos, and audio. While we respect the employee's right of self-expression, in order to protect the County's interests and ensure employees focus on their job duties, employees must adhere to the following guidelines.

1. Non-exempt Employees may not engage in such activities during work time or at any time with County equipment or property without Director's approval. See the Livingston County Information Technology Resources Policy.
2. Information published on social media networks that has to do with any aspect of work must comply with the all confidentiality requirements, HIPAA, and Livingston County Policies (e.g. the policy prohibiting harassment and discrimination). Information related to persons receiving services from the County must not be disclosed. The privacy rights of fellow employees must be respected.
3. Employees may not "friend" or "follow" an individual currently receiving service from Livingston County. This also applies to the individuals' caregivers and guardians. See department guidelines.
4. Livingston County departments or employees may not create a social networking site or service to conduct County business without a Social Media Action Plan and approval from the Chief Information Officer.
5. If the employee mentions the County while engaging in social networking and also expresses a view or opinion regarding the County's actions, the person must specifically note that the statement is his/her personal view or opinion and not the view or opinion of the County. This standard disclaimer does not by itself exempt program supervisors, managers, coordinators, and the leadership team from a

special responsibility when using social networks. See department guidelines.

6. By virtue of your position as a Livingston County employee, you are held to a higher standard than general members of the public, and your online activities should reflect such professional expectations and standards.
7. Users must immediately report violations of this policy to their program manager or supervisor, as well as to the Human Resources Director.
8. All program managers and supervisors are responsible for enforcing this policy. Employees who violate this policy are subject to discipline up to and including termination from employment, professional discipline, or criminal prosecution, in accordance with Livingston County's Personnel Policies, Discrimination and Hostile Workplace Policies, Confidentiality Polices, and Information Technology Resources Policy.

4.4 Approved Social Media Networks

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

1. Social Media Action Plans will be reviewed by the Communication Specialist and approved by the Chief Information Officer and Technology Committee prior to public release.
2. Social media sites that are created without approval from the Chief Information Officer and Technology Committee will be in violation of this policy. Employees who violate this policy are subject to discipline up to and including termination from employment, professional discipline, or criminal prosecution, in accordance with Livingston County's Personnel Policies, Discrimination and Hostile Workplace Policies, Confidentiality Polices, and Information Technology Resources Policy.
3. For each approved social media network, usage guidelines will be developed to optimize County use of the network and will be available in the Livingston County Social Media Handbook.
4. The Communication Specialist is responsible for the creation of Livingston County's social media sites under the review of the Chief Information Officer and Technology Committee.
 - A. Social media sites will be created using official County email accounts.

- B. Passwords will be created and maintained by the Communication Specialist and will conform to password requirements. Passwords shall be promptly reset when authorized access is removed.
 - C. Department Directors shall notify the Communication Specialist immediately in the case of termination for any employee with authorized use of social media.
 - D. The Communication Specialist will maintain a log file of social media networks, passwords, registered email addresses, date established, and a list of authorized site users.
5. The Chief Information Officer and Technology Committee have the final authority to deactivate a social media site.
 6. Departments that establish a social media site will be required to use Hootsuite to manage the site's activity.
 - A. A department will use one Hootsuite account that is shared amongst the Social Media Coordinators and Department Head.
 - B. Departments will be charged back for their monthly Hootsuite fee.

4.5 Authenticity Establishment

Livingston County's social media sites shall be created and maintained with identifiable characteristics of an official County site.

1. All social media sites shall be created using an official Livingston County email account.
2. All social media sites shall display elements identifying them as an official County site. This includes displaying the statement, "Official site of Livingston County," the Livingston County logo, the departmental logo, official County contact information, and a link to the department's website.
3. All social media sites shall display a link to the Livingston County Social Media Policy and Social Media User Guidelines.

4.6 Site Content

Departments are responsible for establishing and maintaining content posted to their social media sites.

1. Social media content shall fully comply with all of the Livingston County Human Resources policies and the IT Resource Policy.
2. County 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. Social Media

Coordinators shall review site activity and content daily for comments and misuse.

3. Content posted to all social media sites may be considered public records subject to disclosure and shall not disclose confidential or proprietary information.
4. All social media sites shall provide a link to the Livingston County Social Media Policy and Livingston County Social Media User Guidelines.
5. Wherever possible, links should direct users back to the County's official website for more information, forms, documents, or online services. Social media should not serve as a duplication of efforts, but as a way to further the goals and mission of the County.
6. The following forms of content posted by external and authorized users may be subject to removal if they contain:
 - A. Comments not topically related;
 - B. Profane language or content;
 - C. Content that promotes, fosters, or perpetuates discrimination of protected classes;
 - D. Sexual content or links to sexual content;
 - E. Solicitations of commerce or advertisements including promotion or endorsement;
 - F. Conduct or encouragement of illegal activity;
 - G. Information that may tend to compromise the safety or security of the public or public systems;
 - H. Content intended to defame any person, group, or organization;
 - I. Content that violates a legal ownership of interest of any other party, such as trademark or copyright infringement;
 - J. Violent or threatening content;
 - K. Disclosure of confidential, sensitive, or proprietary information;
 - L. Disclosure of Health Insurance Portability and Accountability Act (HIPAA) information;
 - M. Disclosure of personally identifiable information;
 - N. Disclosure of personally identifiable health information;
 - O. Disclosure of social security numbers or information;
 - P. Disclosure of Payment Card Industry Data;
 - Q. Identical posts by the same user or multiple users
7. Unacceptable content and individual violators shall be promptly documented with a screenshot or printout, emailed to the

Communication Specialist for record retention, and then removed immediately. The Communication Specialist will contact the County Administrator and Counsel on any legal issues.

8. Individuals (e.g., friends, fans, or followers) who continue to post inappropriate content shall be banned.

4.7 User Behavior

The same standards, principals, and guidelines that apply to Livingston County employees in the performance of their assigned duties apply to employee social media technology use that has to do with any aspect of work.

1. County employees authorized to use social media technology shall do so only within the scope defined in their departmental Social Media Action Plan and in compliance with all Livingston County Human Resources policies and the IT Resource Policy.
2. Social Media Coordinators performing County social media work beyond work hours shall receive pre-authorization from their Department Director.

4.8 Security Compromise

1. If a compromise is identified on any official County social media site, the appropriate Department Director and Communication Specialist should be notified immediately.
2. The Communication Specialist will immediately change appropriate passwords to isolate the incident.
3. The Communication Specialist will alert the Chief Information Officer, Human Resources, and Counsel if necessary of a security compromise.
4. The Communication Specialist will release a message alerting the site's audience that an incident occurred and steps are underway to recover the account.
5. The Communication Specialist will archive compromising content, delete the content, and restore normal site settings and features.
6. After normal site settings are recovered the Communication Specialist will audit the list of social media accounts, password holders, and digital services to ensure no further vulnerabilities exist.

5. Record of Updates

This policy will evolve as new technologies and social media sites change. Please refer to this record of updates for the latest changes.

- **DATE OF BOARD ADOPTION:** This policy rescinds and replaces the Online Social Networking Policy (Resolution 2011-12-349.)