

		Policy # 0002
Subject: Social Media Policy		
Responsible Department: Public Information Office		
Effective Date: January 1, 2018		Revision Date: Feb. 23, 2023
Kim Nava Public Information Director		Ann Edwards County Executive

1. Purpose

The purpose of this policy is to establish consistent requirements and appropriate use of social media administered by Sacramento County, including protocols and procedures to mitigate associated risks.

2. Authority

Office of Public Information has authority for this policy.

3. Scope

Social media technologies are primarily internet and mobile-based tools for sharing and discussing information including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, Flickr, Next Door, and Snap Chat.

This policy covers social media administered by Sacramento County. The County has both a business and public service need to augment traditional communication methods with the use of social media. The County Executive has an overriding interest and authority in deciding what is announced or shared on behalf of the County.

This policy does not cover personal use of social media by County employees or County commissions.

4. Policy

A. Branding

Social media pages developed by Sacramento County departments will, whenever possible:

- Include the official logos and a text statement such as: "This is an official Sacramento County page."
- Use a standard naming convention, e.g. twitter.com/SacCountyCA

B. Social Media Tools and Account Approval

- a. Sacramento County's Public Information Director must approve social media tools for use by the County and its departments and instruct departments about the expectation of use of the social media tools to meet their goals.
- b. The County desires to communicate to the public with one voice, one brand; however, there are times when the main County voice does not work for a program and specific social media accounts may be warranted. These requests will be considered on a case-by-case basis, and new social media accounts may not be opened without the approval of the Public Information Director.

C. Emergencies

During emergencies, all social media content and postings must be coordinated with the Public Information Director as part of emergency support functions. Depending on the incident, the County department social media account administrators ("account administrators") may be asked to direct their audiences to specific social media sites that will serve as the main source(s) of information such as <https://sacramentoready.saccounty.gov> or the primary County social media account.

The Public Information Director reserves the right to publish content directly to any official County social media site during an emergency. Advance notification to account administrators will be made when possible, but during an emergency, the Public Information Office must have access to all County department social media instances and the ability to provide content.

D. Risk Reduction

The Public Information Director or Department Directors may prevent some tools on social media websites, such as instant messaging, file exchange, and "friends," to reduce the risk of exposing a government user to a link that leads to inappropriate or unauthorized material.

E. Roles and Responsibilities

Roles	Responsibilities
Social Media Account Managers	<ul style="list-style-type: none">• All official Sacramento County social media sites are considered an extension of the County's information networks and are governed by the "Web Accessibility Policy" contained in the "Sacramento County Administrative Policies and Procedures Manual."• County-created social media forums must be structured to focus on a particular service, program or interest of Sacramento County.• Wherever possible, links should direct users back to the County's primary official website for more information, forms, documents or online service.• All social media accounts must be created to allow for ease of administration and security. Social media accounts must:<ul style="list-style-type: none">○ have a standard naming system, e.g. "(Dept)(Platform)name 1"○ be set to enforce multifactor authentication whenever possible for the social media platform○ have a county email address, equivalent in name, used to administer each platform.• Create standard social media account usernames for each individual administrator• Ensure social media account usernames and passwords are not shared• Provide a list of all social network domain names in use and the names of all employee administrators of these accounts to the Public Information Director.

Roles	Responsibilities
Public Information Director	<ul style="list-style-type: none">• Oversee requests to use social media sites and associated social media strategies, including discussion of target audiences, objectives, goal integration, message development, resources, appropriate social media tools, related activities, potential partners, legal risks, technical capabilities, potential benefits, and a definition of success.• Maintain a list of all social network domain names in use and the names of all employee administrators of these accounts. Adapt social media strategies as needed to ensure ongoing relevancy.• Monitor and may direct changes to content on each department social media site to ensure adherence to the Sacramento County Social Media Policy and for appropriate use, message and branding consistent with the goals of Sacramento County. <p>Violation of this policy may result in removal of department pages from social media outlets or the removal of a particular administrator from the page. Sacramento County retains the authority to remove information.</p>

Roles	Responsibilities
Department	<ul style="list-style-type: none"> • Prior to authorizing use of social media for County-related purposes, the Department shall conduct an assessment of the potential risks in launching social media for their services and create a mitigation strategy for the risks including: <ul style="list-style-type: none"> ○ Effect of social media use on employee productivity ○ Potential risk of harming reputation to department and County ○ Potential avenue for exposure or leakage of sensitive or protected information • Designate employees who will represent the department: <ul style="list-style-type: none"> ○ Department Public Information Officer (PIO), if not already assigned. ○ Two account administrators for each account. Notify the department's PIO and the County's Public Information Director when the account administrators have been assigned. ○ Workforce members who are authorized to approve and who must approve social media content, including public comments. Comments from the public are welcome on social media sites, but must be monitored by the department regularly to ensure they meet Principles of Conduct and Rules of Engagement/Disclaimers, defined below. • Departments that use social media are responsible for complying with all applicable federal, state and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, First Amendment, privacy laws, employment laws, and information security policies established by Sacramento County.

Roles	Responsibilities
Social Media Account Administrators	<ul style="list-style-type: none"> • Establish, publish, and update their pages on social media sites. • Update the Public Information Director and department PIO if new accounts are created. • Authorized account administrators that manage official County social media sites from mobile devices must use County mobile devices rather than personal devices. If an account administrator loses a device that accesses County social media accounts they must alert the Sacramento County Department of Technology (DTech) and the Public Information Director immediately to suspend administrative access to the accounts. • Shall represent the County on County social media outlets as representatives of Sacramento County at all times. Employees who fail to conduct themselves in an appropriate manner according to County guidelines may be subject to disciplinary action. • Shall not use County accounts for personal reasons.

5. Review/Update

The Public Information Director will review this policy on an annual basis.

6. References

The following references were used for this document. See Appendix A for more detailed information.

DOCUMENT	VERSION	DATE
Sacramento County Administrative Policies and Procedures Manual, Policy # 3201: Web Accessibility Policy	N/A	08/2018
Sacramento County Administrative Policies and Procedures Manual, Policy # 3301: Public Access Computer Security Policy	N/A	08/2018

Appendix A - Key Principles of Ethical Social Media Conduct

Key principles are as follows, but not limited to:

- It is the responsibility of authorized account administrators to respond to residents on their social media sites. Sacramento County employees should respond with short and completely factual responses, and/or with information that corrects misinformation posted by residents. For example: posting a Sacramento County written policy, sharing meeting date, and/or providing links to correct information.
- Residents should be encouraged to use established communication methods to contact the County such as 311, 911, or other established channels.
- Customer protection and respect are paramount.
- We will use every effort to keep our interactions factual and accurate without personal or emotional bias.
- We will strive for transparency in our interactions.
- We will provide links to credible sources of information to support our interactions, when possible.
- We will publicly correct any information we have communicated that is later found to be in error.
- We are honest about our relationships, opinions, and identity.
- We respect the rules of the venue.
- We protect privacy and permissions.
- Remember that the purpose of social media is to promote a department or to promote programmatic and policy interests, in accordance with County goals and objectives.

Appendix B - Rules of Engagement, Disclaimer and Public Comment Process

The general disclaimer, along with privacy and copyrights disclaimer, should be posted on County social media sites, either in full or via a link to the main County website. Additionally, on County social media sites that allow comments, one of the comment policies, as applicable, should be posted, either in full or via a link to the main County website, along with a disclaimer that the policy must be read in full and complied with prior to any submission of comments. In Facebook, use the "ABOUT" section with the following link:

<https://www.sacounty.gov/GetConnected/Pages/SocialMediaParticipation-CommunityGuidelines.aspx>

Rules of Engagement:

The purpose of this site is to communicate matters of public interest in Sacramento County related to (County Department). This is a moderated online discussion site and not a public forum. This site will not be used for political purposes. Once posted, the County reserves the right to delete submissions that contain:

- *Vulgar language, derogatory, obscene or defamatory language, or sexually explicit comments*
- *Personal attacks of any kind*
- *Threats to any person or organization or information that may compromise the safety of anyone*
- *Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, , national origin, physical or intellectual disability or sexual orientation, or status with respect to public assistance*
- *Spam or links to other sites*
- *Content that is off topic or not directly related to the business of the County of Sacramento*
- *Promotion of illegal activities*
- *Infringements on copyrights or trademarks*
- *Personal and/or identifiable information, or medical information*
- *Promotion or advertisement of a business or commercial interest*
- *Promotion of, or opposition to, any political party, campaign, candidate, or proposition unless such promotion or opposition is inherently related to discussion of any item posted by the County*
- *False or misleading information, including impersonation of any other individual*
- *Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations*

- *Content that violates the legal ownership interest of another party.*

Disclaimer:

This site is not monitored 24/7. Please report non-emergency neighborhood issues to 311 (or 875-4311) and call 911 for emergencies.

The comments expressed on this site do not reflect the opinions and position of the Sacramento County government or its officers and employees. If you have any questions concerning this social media platform, please contact sacpio@saccounty.gov.

By commenting, you are subject to the Terms of Service of the host site. Posting comments to this site will grant the County and anyone reading this site permission to copy, distribute, make derivatives, display, or perform the commenter's work.

Reference in any comment to a viewpoint, product, service, entity, or organization is solely attributable to the individual commenter. Comments may not be reproduced for the purpose of stating or implying County endorsement or approval of any viewpoint, product, service, entity, or organization. Inappropriate comments may remain posted for a significant amount of time prior to being noticed and deleted by an administrator; however, this should not be construed as an approval of the comment or an exception to the comment policy.

Comments made through the County's online locations will in no way constitute a legal or official notice or comment to the County of Sacramento or any official or employee of the County of Sacramento for any purpose.

Media queries/comments cannot be answered through online comment sections. Media personnel are requested to contact the County Public Information Office at SacPIO@SacCounty.gov / 916-874-5001.

This policy is subject to amendment or modification at any time to ensure the use of this site is consistent with its purpose as a limited forum.

Public Comments

Comments are monitored. Any comments that are in violation of the County's posted comment policy should be deleted as soon as possible.

Deleted comments should be maintained by the County along with the reason for their deletion in the event that said deletion is later challenged by the individual who submitted the comment. Removed content shall be stored

Social Media Policy #0002

on a shared drive with related information, context, date, and reason for removal in PDF format.

Employees should elevate situations that may involve public safety to their staff. Any questions about deleting or elevating comments should be directed to the Public Information Director.

Departments are responsible for understanding the User Agreements of any sites used. In many cases, they may be surrendering all rights and control of media or other content placed on these sites.