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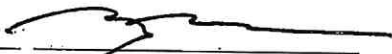
**Document Index**

<b>Index Field</b>	<b>Value</b>
Category	POLICIES & PROCEDURES
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1	Debbie Slack	8/17/2020 2:18 PM	Created

**COMMISSIONER'S AGENDA ITEM COMMENTARY**

<b><u>SUBMITTED BY</u></b>	Auditor _____	
<b><u>AGENDA DATE</u></b>	Department _____	Signature _____
	07/14/2020	
<b><u>SUBJECT</u></b>	Social Media Policy _____	
<b><u>ACTION REQUESTED</u></b>	Approve Policy _____	

**SUMMARY/BACKGROUND**

Our Elections department would like to start a Facebook page to help get elections information to the public but the County doesn't have a Social Media policy at this time. We would like to have one in place before we start the page and have requested input from IT, the Prosecutors Office, HR, and have used MRSC resources to put this together.

**FISCAL IMPACT**

No fiscal impact.

**RECOMMENDATION**

We recommend that the BOCC and staff review the policy and that they agree that it will work for the counties needs and approve it.

**LIST ATTACHMENTS**

Skamania County Social Media Policy



## SKAMANIA COUNTY

Skamania County Courthouse  
240 NW Vancouver Ave | PO Box 790  
Stevenson, WA 98648

### SKAMANIA COUNTY SOCIAL MEDIA POLICY

#### PURPOSE

This policy is to provide guidelines and define individual and departmental responsibilities for the use of social media, such as Facebook and Twitter.

The purpose of social media is to inform as many citizens of the Counties business in an effective and efficient manner. This will build a stronger community, by providing citizens a better understanding of their government.

#### DEFINITIONS

**Blog:** A self-published diary or commentary on a topic that may allow visitors to post responses, redactions, or comments.

**Content:** Any text, metadata, QR codes, digital recordings, videos, graphics, photos, and links on approved sites.

**Employee:** Elected officials and personnel appointed to a position (regular, temporary, or volunteer) of service with Skamania County.

**Employer:** Skamania County

**Page:** The specific portion of social media where content is displayed and managed by an individual or individuals with administrator rights.

**Post:** Content that an individual shares on a social media site or the act of publishing content on a site.

**Profile:** Information that a user provides about the department or himself/herself on a social networking site.

**Public Record:** Any writing containing information relating to the conduct of government or the performance of any governmental or proprietary function prepared, owned, used, or retained by any state or local agency regardless of physical form or characteristics (RCW 42.56.010(3)).

**Social Media Coordinator:** The departments assigned employee who has been designated to oversee the departments social media program.

**Social Media Representative:** The departments employee who has been trained in the Social Media Policy and who has been designated to establish and/or maintain a social media account on behalf of their department.

**Social Media / Web 2.0:** Internet-based technology communication tools with a focus on immediacy, interactivity, user participation and information sharing. Examples include but are not limited to forums; weblogs; wikis; social networking, communication, and bookmarking sites; podcasts; photo or video sharing sites; and real-time web communication sites/systems.

## RESPONSIBILITIES

It is the responsibility of the Social Media Coordinator to train the Social Media Representatives, determine the content provided on the social media sites is subject to records retention requirements, assign and maintain a list of logins and passwords, and to oversee the Department's social media program generally in order to ensure the Department's social media activities adhere to the guidelines set forth herein.

It is the responsibility of Social Media Representatives to read and adhere to relevant policies, to maintain archival data, maintain current accurate information via Department social media platforms, and to ensure that the Department is being appropriately represented.

It is the responsibility of the Department Head/Elected to enforce this policy, to ensure that relevant Department standards are met, and to ensure that the use of social media platforms meets the Department's business needs. It is the responsibility of the Department Head/Elected to review and make decisions regarding the approval and distribution of information on social media platforms.

## POLICY AND PROCEDURE

Social media platforms must comply with applicable Federal, State, and County laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, public records, records retention, First Amendment rights, privacy and security laws, and conduct policies established by the Department.

The best, most appropriate uses of social media platforms for the Department fall into two general categories: as channels for disseminating time-sensitive information as quickly as possible (i.e., emergency information); and as marketing or promotional channels which increase the Department's ability to deliver its messages to the widest possible audience.

### Designation of Social Media Coordinator and Social Media Representatives

Electeds/Department Heads should designate a Social Media Coordinator for the Department. As such, he/she is responsible for coordinating the activities of Social Media and overseeing the departments social media program.

### Request for Creation of Social Media Site

All requests for official Department social media sites are subject to review and approval by the Elected that oversees the department. To request a new social media site, the Social Media Representative must submit a request to the Elected.

### Access, Usernames, and Passwords

Requests for social media sites or account changes (including, but not limited to adding or removing a social media site, creating new user accounts, and changing permissions) must be submitted to the Department Head/Elected.

- a. Each social media user account will be set up in conjunction with an official Department e-mail account for the purposes of privacy, security, and records retention.
- b. The Social Media Coordinator will maintain a list of all Department social media sites, logins, and passwords. As needed, she/he may create administrative user accounts to enable the Department to change account settings and to immediately add, edit, or remove content from social media sites.

#### Site Maintenance, Format and Content

##### *Official Website -*

The Department's official website ([www.skamaniacounty.org/Department](http://www.skamaniacounty.org/Department)) will remain the Department's primary and predominant internet presence.

##### *Language -*

Content provided by the Department on social media sites should avoid the use of abbreviations, jargon, acronyms, or slang iterations. Although social media sites are often more casual than other communication tools, they still represent the Department and should maintain a professional image.

##### *Site Standards & Templates -*

For consistency and ease of use, the Department's social media sites will use approved names, official titles, and the official Department logo in the header/main page whenever possible.

##### *Equal Access -*

Social Media sites requiring membership or subscription to view content should be avoided. Security settings should be as open as possible to allow the public to view content without requiring membership or login. When posting information on a social media site that requires membership or subscription, the Department will provide an alternate source for the information so those who are not members may have equal access.

##### *Updates and Maintenance -*

A social media platform, like any communication resource, must be updated regularly to ensure the information provided is current, accurate, and useful. Social Media Representatives are responsible for maintaining social media sites by viewing and updating them as necessary and appropriate. As a general rule, social media site content should be updated at least once per week.

##### *Commenting and Discussions -*

Commenting and/or discussion boards are prohibited, unless approved by the Department.

*Disclaimers -*

Users of the Department's social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between departments and members of the public.

- a. All social media sites must include a general disclaimer regarding public records and external links

Appropriate Use

All Department presence on social media platforms are considered an extension of the Department's Policies.

Employees representing the Department via social media platforms must always conduct themselves as representatives of the Department. Employees who fail to conduct themselves in an appropriate manner are subject to disciplinary procedures outlined in applicable Skamania County Personnel Policy.

- a. When posting information on the Department's social media site, the Social Media Representative must address issues only within the scope of their specific authorization.
- b. All content posted by the Social Media Representative on the Department's social media sites should be true and not misleading. In the event inaccurate information is posted on the Department's social media sites it should be removed as soon as discovered and a public correction should be made.
- c. If employees exchange information on the Department's social media site but are not authorized to speak on behalf of the Department, they must clarify that they are presenting information on their own behalf and that they do not represent the position of the Department.

Public Records Act Compliance

Any public records created using social media platforms are subject to State and Local public records laws and records retention requirements.

Each Department-sponsored social media site must clearly indicate that any articles or other content posted or submitted for posting are subject to public disclosure laws.

An original record is created when unique information related to Department businesses is posted on social media sites, which are not provided via the Department's official website or in another format, and are, therefore, subject to the Public Records Act and records retention requirements. Examples of original records that may be created through use of social media sites include, but are not limited to:

- a. Account information (usernames, passwords, etc.);
- b. Listings of social media site 'friends,' 'followers,' 'fans,' etc.;
- c. Information posted to social media sites that was not first provided via the Department's official website, press release, or other format.

All social media content with public records value must be maintained for the minimum required retention period in an easily accessible format that preserves the integrity of the original record to the extent possible. The Social Media Representative should refer to the most recent versions of the Washington State approved Records Retention Schedules for applicable records retention requirements.

In general, most of the content provided by the Department on social media sites must be retained for six years. Various methods may be employed to retain public records created on social media sites. Options include:

- a. Archiving Software/Service: The Department may use software or service designed to capture content from social media sites for retention and retrieval;
- b. E-mail: Updates, comments and account change notifications are sent to a Department email account created for this purpose and retained as described in this section;
- c. Website Capture: Web capture tools may be used to capture snapshots of Department's social media sites in their native format, such as the Washington State Digital Archives website capturing program; or
- d. PDF Format: Staff may convert social media pages to PDF format, and the PDF files saved for retention purposes. This option retains the content and formatting (look and feel) of the original web page.

### Privacy and Security

Employees should not include personally identifiable information about themselves or others, such as Social Security Numbers, personal phone numbers, personal email addresses, or home address via official Department social media sites. As a security measure, Social Media Representatives shall not use the same password used in their personal accounts as the Department's password.

Employees may not post any content involving or related to any of the following:

- a. Items that are involved in litigation or that knowingly could be involved in future litigation;
- b. Violates copyright license agreements;

- c. Promotes or advertises any political campaign or ballot measure;
- d. Can be used for or to promote any illegal activity;
- e. Promotes or solicits for an outside organization or group unless authorized by the Department;
- f. Defamatory, libelous, combative, offensive, disparaging, demeaning, or threatening materials related to any person or group; or
- g. Personal, private, sensitive or confidential information of any kind.

Dated this 14<sup>th</sup> day of July, 2020.

ATTEST:



Debbie Bout  
Clerk of the Board

BOARD OF COMMISSIONERS  
SKAMANIA COUNTY, WASHINGTON

[Signature]  
Chairman

J. M. Lamm  
Commissioner

[Signature]  
Commissioner

Approved as to form only:

[Signature]  
Skamania County Prosecuting Attorney

Aye 3  
Nay 0  
Abstain 0  
Absent 0