



Subject: Social Media Usage Policy
Date Issued: May 13, 2014
Issued by: Information Technology Governance Committee
Approved by: The County of Monterey Board of Supervisors
Applies to: All County Officials, Employees and Affiliates

4. Social Media Usage Policy

4.1. PURPOSE

4.1.1. Departments may opt to utilize social media sites to reach a broader, Internet audience in order to deliver public information and customer service. In order to ensure against potential dissemination of inaccurate information, departments shall follow the policies stated below.

4.2. POLICY

- 4.2.1. Only Social Media sites that have been approved by the Department Heads and are listed in County Information Security Standards may be used to post content.
- 4.2.2. Social media sites do not replace departments' websites as their primary Internet presence. Thus, content posted to departmental social media sites shall contain links directing users back to the department's official website for in-depth information, forms, documents or online services necessary to conduct business with the County.
- 4.2.3. In using social media sites, departments shall comply with County policies and guidelines, including but not limited to:
 - 4.2.3.1. Security Policy
 - 4.2.3.2. Appropriate Use Policy
 - 4.2.3.3. Data Privacy Policy
 - 4.2.3.4. Internal departmental policies
- 4.2.4. Departments are responsible for ensuring their social media content is accurate and up-to-date.
- 4.2.5. Departments will adopt a method to monitor all changes or updates to social media content by:
 - 4.2.5.1. Implementing an approved, automated tool to monitor social media sites to eliminate malicious modifications or,
 - 4.2.5.2. If an approved automated tool does not exist, manually monitoring social media sites as often as possible.
 - 4.2.5.3. Departments must submit a Social Networking Website Utilization Agreement, signed by the Department head, indicating the manner in which the social media site will be monitored.
- 4.2.6. Departments are responsible for ensuring social media content that they post complies with applicable Federal, State and County laws, regulations and policies. This includes

adherence to established laws and policies regarding copyright, records retention, and privacy.

- 4.2.7. Information on County social media sites shall be limited to official postings by the departments. The departments, however, may include an email link or other contact information on social media pages that allow the public to communicate with departments.
- 4.2.8. Because social media sites are mechanisms to provide information to the public, postings that contain any of the following are not allowed:
 - 4.2.8.1. Comments not relevant to the topic(s) communicated;
 - 4.2.8.2. Comments in support of or opposition to political campaigns or ballot measures;
 - 4.2.8.3. Profane language or content;
 - 4.2.8.4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - 4.2.8.5. Sexual content or links to sexual content;
 - 4.2.8.6. Conduct or encouragement of illegal activity;
 - 4.2.8.7. Information that may tend to compromise the safety or security of the public or public systems;
 - 4.2.8.8. Content that violates a legal ownership interest of any other party.
- 4.2.9. The County Administrative Office reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- 4.2.10. For each social media site approved for use by the County's Information Security Officers, the following documentation will be developed and adopted by departments:
 - 4.2.10.1. Operational and use guidelines
 - 4.2.10.2. Standards and processes for managing accounts on social media sites
 - 4.2.10.3. Standards for the administration of social media sites
 - 4.2.10.4. Action plan to respond in the event the department's social media site is compromised
- 4.2.11. Departments shall add a disclaimer that alerts the public that they are no longer on a County site and that the social media site's privacy policy applies.
- 4.2.12. Applications on social media sites should not be used unless doing so serves a County business purpose, adds to the user experience, and comes from a trusted source. The County may deny access to or removal of an application at any time if there is significant reason to think it is compromising the security of County resources.

Exhibit A: Social Networking Utilization Agreement

The _____ (department/agency) will comply with the requirements defined in the Monterey County Social Media Use Policy for our information posted on _____ (Facebook, Twitter, etc)

The webpage will be automatically monitored using _____ (tool and version). The tool logs will be checked by members of Department staff. Unauthorized modification will be corrected upon detection and the Public Information Office will be notified.

Currently automated tools are not available to monitor this site. Members of Department staff have been assigned to manually monitor the content on my department's webpage. It will be checked _____ times a day and the results logged. Unauthorized modification will be corrected upon detection and the Public Information Office will be notified. When an automated tool becomes available for this site, it will be installed and incorporated in our process.

Department Head: _____ Date: _____

Agency Head: _____ Date: _____