



Oconee County Social Media Policy

Purpose

Oconee County is committed to providing services with efficiency, effectiveness, citizen engagement, and transparency. Social media can expand the reach of communications efforts beyond what is possible with the use of traditional communication channels, as well as increase citizen engagement and two-way communication. Oconee County supports the use of social media to further its strategic goal of smart government. To that end, this policy provides guidelines and requirements for the use of social media by county departments and employees.

Applicability

This policy applies to all Oconee County employees and volunteers acting on behalf of Oconee County.

Departments with existing Oconee County related social media accounts shall have 90 days to comply in full with this policy.

Policy

Departmental use of social media shall be carried out in accordance with protocols set forth in this document.

Responsibility

The creation and use of departmental social media accounts is subject to approval by the County Administrator or designee.

Departments and officials using social media accounts shall be responsible for maintaining and monitoring them. Individual departments who choose to use social media are responsible for

content posted on their account. Departmental use of social media shall comply with all applicable federal, state, and county laws, regulations, ordinances, and policies.

A Social Media Coordinator shall be appointed by the department director or designee and shall have the authority and responsibility to use, maintain, and monitor social media accounts on behalf of the department. In addition to a Social Media Coordinator, Content Authors may also be appointed by the department director or designee to post information to social media accounts on behalf of the department. The Social Media Coordinator and designated Content Authors shall be the only authorized users for their departmental social media accounts.

Each departmental Social Media Coordinator shall provide a list of all social media accounts maintained by the department and all authorized users for the department to the Communications Manager. Each departmental Social Media Coordinator shall provide login information for all accounts to the Information Technology Department.

The Communications Manager will maintain a list of all county and departmental social media accounts and will publish this list on the county website. The Communications Manager shall maintain a list of departmental Social Media Coordinators and Content Authors.

The Information Technology Department shall maintain a master list of all county social media accounts with login information, including passwords, in a secure location.

The County Administrator may terminate any county social media site at any time.

Procedures

The county website, www.oconeecounty.com, remains the county's primary internet presence, and all social media accounts should link to the county website for all forms, documents, requests, online services, and other information necessary to conduct business with the county. All Oconee County social media accounts are extensions of the county's information networks and are governed by county policies.

Departments utilizing social media shall create a social media plan that outlines how social media will be used to further the mission of the department, who will post, and how often posting is expected. Social media plans shall be submitted to the Communications Manager or designee for approval. Departments shall use only approved social media channels. Requests for a presence on a new social media channel must be made to the County Administrator.

Authorized users include the Social Media Coordinator and designated Content Authors. Social media usage shall be limited to those who have a clear business purpose in using the platform. Authorized users shall comply with all applicable county policies, practices, and user agreements and guidelines.

All content maintained in a social media format that is related to county business, including subscriber lists, posted communication, and communication submitted for posting, will be a public record subject to public disclosure.

All social media accounts shall state that they are maintained by Oconee County Government in accordance with its Social Media Policy and applicable federal, state, and local laws, ordinances, regulations, and policies, where allowed by the social media platform. This social media policy or a link to it shall be displayed on social media accounts, when possible. This social media policy may always be found on the Oconee County website Communications page.

All county social media accounts shall be created using an official county email address. All county social media accounts shall display a county email address, provide a link to the county or department website, and state that the account is the “official site” for the Oconee County department, when possible. The county or departmental logo should be used on the account, when possible.

All county and departmental social media accounts shall comply with usage rules of the social media platform. In the event that a conflict exists between a social media platform’s terms of service and this policy, this policy shall take precedence.

Social Media Coordinators and Content Authors shall use good judgement when posting, refrain from anything that may be considered offensive, obscene, demeaning, or inflammatory, and shall not post confidential information. Social Media Coordinators and other Content Authors shall refrain from endorsing any business, commercial entity, or political campaign.

Social Media Coordinators and Content Authors will at all times maintain a polite and professional demeanor in order to further the county’s goal of increasing communication and citizen engagement.

Information, photos, and other information posted to social media accounts shall be consistent with Oconee County’s mission, vision, and strategic goals.

Social Media Coordinators and Content Authors shall correct mistakes immediately and transparently, including an explanatory note about the change when appropriate.

Content and comments posted to county social media accounts/sites that violate this social media policy shall be documented via screenshot/printout and immediately removed. Records of deleted comments shall be maintained by the Social Media Coordinator. Individuals who continue to post inappropriate content will be blocked. A warning may be provided to an individual before blocking that individual.

Sample warning: “Your recent post is in violation of Oconee County’s social media policy. Please refrain from inappropriate content in the future. If you continue to post

inappropriate material, you will be blocked from future posting. Thank you for your understanding and your cooperation.”

The County Administrator or designee may remove any post or comment for unacceptable content; a record of the deleted content shall be maintained.

All authorized users and their department directors shall review and sign this social media policy. Violations of this policy may result in disciplinary action, up to, and including, termination.

Security

All county computers, laptops, and mobile devices used to access social media sites shall have up-to-date software to protect against destructive technical incidents, including virus, cyber, spyware/adware, and other attacks and shall be in compliance with all requirements of the Oconee County IT Policy. Social Media Coordinators and Content Authors shall act in accordance with all requirements of the Oconee County IT Policy.

If county social media accounts are the known or suspected victims of hacking or other security breach, the Social Media Coordinator or Content Author shall report the incident to IT immediately.

Personal Social Media Use

Oconee County Government recognizes that employees may engage in personal social media use during their off-county time. All county employees engaging in personal social media use shall refrain from posting confidential county-related information. If county employees comment or post content relating to Oconee County Government, they shall identify themselves by name and role with the county and make clear that these comments or content are their own and do not represent Oconee County Government’s positions or opinions. Personal social media use that adversely affects job performance or interferes with the normal functioning of Oconee County Government may result in disciplinary action, up to, and including, termination.

Authorized Social Media Coordinators and Content Authors who participate in social media relating to county business during off-county time shall indicate in their posting that their comments are personal and do not represent the county.

Official Oconee County email addresses may not be used for personal social media accounts or personal social media use of any kind. Official Oconee County email addresses may be used for work purposes only.

All county employees shall review and sign the county social media policy. Violations of this policy may result in disciplinary action, up to, and including, termination.

Social Media Comment Policy

Below is an example Social Media Comment Policy from the Oconee County, GA Government Facebook Page posted in the “About” section of that page. Please insert the relevant department name and platform in the highlighted section, and post this comment policy or a link to it on each social media account, when possible.

We have created the official **Oconee County Facebook Page** to share information with our residents, businesses and visitors. Please help us keep it a safe and friendly environment for everyone!

Please refrain from the following on our page:

- Vulgar, obscene, or profane language
- Abusive, harassing, or discriminatory language
- Personal attacks
- Threats
- Hate speech
- Promotion of or engagement in illegal activity
- Copyright infringement
- Support for or opposition of any political candidate or ballot proposition
- Inclusion of personally identifiable or sensitive information
- Advertisements for commercial products or services

Please also do not post comments that are:

- Off-topic
- Spam

We reserve the right to delete comments that violate any of the above guidelines without notice. Repeated violators of this policy may be blocked or banned.

Comments left on our page by others do not represent the views of Oconee County Government.

This social media account is the official **Facebook page of Oconee County Government** and is maintained by **Oconee County Government** in accordance with the Oconee County Social Media Policy and applicable federal, state, and local laws, ordinances, regulations, and policies.

This policy shall take effect on the date it is adopted by the Oconee County Board of Commissioners.

ADOPTED AND APPROVED, This 5th day February, 2019.

OCONEE COUNTY BOARD OF COMMISSIONERS

Attest:

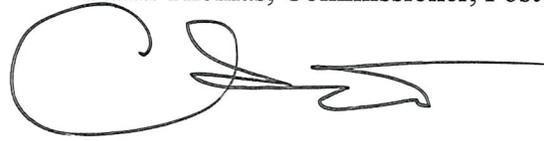

Kathy Hayes, County Clerk

(SEAL)

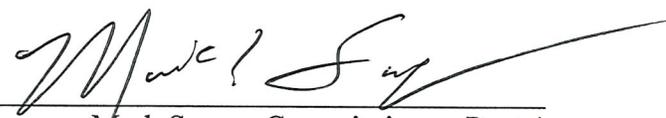



John Daniell, Chairman


Mark Thomas, Commissioner, Post 1


Chuck Horton, Commissioner, Post 2


W.E. Wilkes, Commissioner, Post 3


Mark Saxon, Commissioner, Post 4