

DIVISION 200
COOS COUNTY SOCIAL MEDIA USE POLICY AND PROCEDURE

1. Purpose: This Coos County Social Media Use Policy and Procedure (“Policy”) establishes guidelines for the establishment and use of social media sites as a means of conveying information to members of the public. The intended purpose of County social media sites is to disseminate information from the County about the County’s meetings, activities, and current issues of interest to members of the public. The County has an important interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the County and its officials.
2. Applicability: This Policy is intended to apply to all County officials, employees and approved volunteers, consultants, service providers, and contractors performing business on behalf of the County. Any person or department to which this Policy is applicable that is using social media prior to the implementation of this Policy is expected to read and understand this Policy and, to the extent the current use is in conflict with this Policy, to bring their social media use in compliance with the Policy. To the extent anything in this Policy is determined to conflict with Oregon Revised Statutes, the Coos County Employee Handbook, or an applicable Collective Bargaining Agreement, this policy is subordinate.
3. Definitions:
 - 3.1 “County” means Coos County, Oregon.
 - 3.2 “Social media” or “social media sites” means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples include, but are not necessarily limited to, Facebook, Twitter, Blogs, RSS, YouTube, LinkedIn, and Instagram.
4. General Policy:
 - 4.1 A department’s decision to use social media shall be approved by the Department Head. In considering whether to implement social media, Departments who choose to use social media shall:
 - 4.1.1 Have a strong understanding of the risks associated with using social media in order to make an effective decision;
 - 4.1.2 Engage IT, Risk Management, County Counsel/Human Resources (HR), and Commissioner liaisons to assess the risks of utilizing a specific social media site;

- 4.1.3 Establish a well thought out social media strategy considering potential risks, potential benefits, the department’s technical capabilities, and the department’s mission and goals; and
- 4.1.4 Have security controls in place to protect County information and technology assets.
- 4.2 Department Heads shall be responsible for determining which individuals are authorized to use social media on behalf of the department and for ensuring compliance with the terms of the Policy.
- 4.3 All County social media sites shall adhere to applicable federal, state, and local laws, regulations, and policies.
- 4.4 County social media sites are subject to the Oregon Public Records Act (ORS 192.001 et seq.). Any content used or maintained on a County social media site that is related to County business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure. The Oregon Archives Division’s records retention schedules (OAR 166-150-0005 to 166-150-0215) apply to social media content. The department maintaining a County social media site shall preserve content pursuant to the applicable records retention schedule. Any content removed from a social media site before the expiration of the applicable retention schedule shall be preserved in a format that, as much as practicable, preserves the integrity of the original record and is easily accessible.
- 4.5 Employees representing the County on County social media sites shall conduct themselves at all times as a professional representative of the County and in accordance with all County policies.
- 4.6 All County social media sites shall utilize authorized County contact information for account set-up, monitoring and access. To the extent possible, the use of personal email accounts or phone numbers by any County employee shall not be used for the purpose of setting-up, monitoring, or accessing a County social media site.
- 4.7 County social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the County has no control. The County does not endorse any hyperlink or advertisement placed on County social media sites by the social media site’s owner(s), vendor(s), or affiliates.
- 4.8 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 (e.g. cyber, virus, and spyware/adware attacks). Perceived or known compromises to the County’s network shall be immediately reported to IT.

5. Content Guidelines:

- 5.1 The Content of County social media sites shall be topically related to County functions, programs, services, or events.. “Content” includes, but is not limited to, information, photographs, videos, and hyperlinks.
- 5.2 The County shall have full permission or rights to any content posted by the County, including photographs and videos.
- 5.3 Postings to social media by County employees shall only be made during normal working hours, in the scope the employee’s official duties; provided however, after hours or weekend postings may be made with written approval from an employee’s Department Head after consultation with HR/Counsel.
- 5.4 Any employee authorized to post to County social media shall review, be familiar with, and fully comply with the social media site’s use, policies, and terms and conditions.
- 5.5 Any employee authorized to post items to any of the County’s social media sites shall not express his/her own, personal views or concerns through such postings. Instead, postings on any of the County’s social media sites by an authorized county employee shall only reflect the views of the County.
- 5.6 Postings must contain information that is freely available to the public and cannot be confidential as defined by any County policy or state or federal law.
- 5.7 Postings shall not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
- 5.8 Postings to County social media sites shall not contain any of the following:
 - 5.8.1 Comments that are not topically related to the particular posting being commented upon;
 - 5.8.2 Comments in support of, or opposition to, political campaigns, candidates, or ballot measures;
 - 5.8.3 Profane language or content;
 - 5.8.4 Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
 - 5.8.5 Sexual content or links to sexual content;

- 5.8.6 Solicitations of commerce;
 - 5.8.7 Conduct or encouragement of illegal activity;
 - 5.8.8 Information that may tend to compromise the safety or security of the public or public systems;
 - 5.8.9 Content that violates a legal ownership interest of any other party;
 - 5.8.10 Comments that constitute bullying or harassment towards a particular individual or group. Bullying or harassing comments are comments that serve the purpose of disparaging, belittling, or insulting a person or group of persons; or
 - 5.8.11 The repeated posting of an identical, or substantially similar, comment on one social media conversation thread.
- 5.9 The content restrictions contained in Paragraph 5.8 shall be the sole basis for removal of content posted by the public on Coos County social media sites. Any content removed because of a violation of any of the content restrictions shall be retained, including the time, date, and identity (if available) of the poster, and a statement indicating that any such content will be retained shall also be clearly displayed or available on all County social media sites. County social media sites shall be monitored regularly, and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the County at risk. Departments are encouraged to consult with County Counsel to determine whether a particular comment or circumstance may violate this Policy.
- 5.10 The County reserves the right to implement or remove any functionality of its social media sites. This includes, but is not limited to, information, articles, pictures, videos, or any other form of communication that is posted on a County social media site.
- 5.11 Except as expressly provided in this Policy, accessing any social media sites shall comply with all applicable County policies pertaining to communications and the use of internet by employees, including email content.
- 5.12 The following content restrictions and disclaimers must be either displayed on all County social media sites or made available by hyperlink:
- This site is maintained by Coos County and is in compliance with the Coos County Social Media Policy.
 - This is a Coos County government page, and all content is a public record and may be subject to public disclosure.

- Coos County does not endorse any hyperlink or advertisement placed on County social media sites by the social media site's owner(s), vendor(s), or affiliates. Coos County does not endorse any content posted by the general public onto Coos County's social media sites.
- Submission of a comment constitutes acceptance of the County's Social Media Policy, including the viewpoint neutral restrictions on comments. The County's Social Media Policy may be revised at any time.
- Postings to County social media sites shall not contain any of the following:
 - Comments that are not topically related to the particular posting being commented upon;
 - Comments in support of, or opposition to, political campaigns, candidates, or ballot measures;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - Content that violates a legal ownership interest of any other party.