

**Gloucester County
Administrative Policy**
Gloucester, Virginia

Section: 315

Supersedes: Admin. Policy #315 dated 12/1/2013

Title: Social Media Use Policy (SMUP)

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Effective Date: February 1, 2015

Authorized By: County Administrator

Social Media Use Policy (SMUP)

315.1 Introduction

This document establishes countywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. In the event the County changes its direction on social media use, this policy will be revised and agency/department social media activity shall be adjusted accordingly. Please read the policy carefully. Ask questions if you do not understand any provision contained herein.

315.2 Purpose

Gloucester County has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0) use by other local, state and federal government entities as an indication that social media can be used effectively to enhance constituent communications. The use of social media presents opportunity and risk to individual County agencies and departments, as well as the County as a whole. In general, the County supports the use of social media technology to enhance communication, collaboration and information exchange to meet business mission and goals.

315.3 Definitions

A. **Social Media use Policy (SMUP)** – An outline of acceptable practices and restrictions of use regarding the County's use of social media.

B. **Social Media and Web 2.0** – The U.S. Government defines social media and Web 2.0 as umbrella terms that define the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more. Not all forms of social media may be appropriate for use by County agencies and departments.

C. **User(s)** – Agency/Department approved by the County Social Media Committee who use social media sites for the purpose of performing official County business.

D. **Official County Email Account** - Email account provided by an agency/department mail system or approved external mailbox that is used for official County business.

E. **Approved County Social Networking Site** - Refers to social networks that the County Social Media Committee has assessed and approved for use by County Agencies and Departments.

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315.4 Application

This SMUP applies to all Gloucester County employees and approved volunteers, consultants, service providers and contractors performing business on behalf of a County agency/department.

Agencies/Departments using social media technology prior to the implementation of the County's Social Media Use Policy shall achieve full policy compliance within 90 days of the effective date of this document.

315.5 Responsibility

The County Social Media Committee is responsible for facilitating the County's Social Media Policy in compliance with established Board rules and protocols. This includes responsibility to audit agency/department use of social media and enforce policy compliance.

315.6 Procedures

- A. Agency/Department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.
- B. An agency/department's decision to embrace social media shall be a risk-based strong business case that considers the agency/department's mission and goals, audience, legal risks, costs, technical capabilities and potential benefits.
- C. Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to agencies/departments with sufficient information and technology security controls.
- D. Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department, and for designating appropriate access levels.
- E. Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.
- F. County agency/department social media sites shall be created and maintained in accordance with the County's Acceptable Use Policy and with identifiable characteristics of an official County site.
- G. Agencies/Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.
- H. The same standards, principles and guidelines that apply to Gloucester County employees in the performance of their assigned duties apply to employee social media technology use.

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- I. Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure pursuant to the Freedom of Information Act.
- J. Agency/Department 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.

315.7 County Social Media Technology Use

- A. Agency/department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.
- B. Comply with all applicable federal, state, and county laws, regulations and policies including, but may not be limited to, copyright, records retention, First Amendment, privacy laws, employment related laws and County established Acceptable Use, Information and Technology and Social Media usage policies.
- C. Be familiar and carry-out social media activity in accordance with the County's Social Media Participation Guidelines, where applicable.
- D. Establish and utilize social media in accordance with the County's Approved Social Media Networks and Usage Standards.

315.8 Agency/Department Decision to Embrace Social Media

An agency/department's decision to embrace social media shall be a risk-based business decision approved by the Social Media Committee and supported by a strong business case that considers the agency/department's mission and goals, audience, legal risks, costs, technical capabilities and potential benefits. Agencies/Departments who choose to utilize social media shall:

- A. Have a strong understanding of the risks associated with using social media in order to make an effective business decision.
- B. Engage internal Agency/Department IT, Risk Management and County Attorney Representatives to assess the risks of utilizing a specific County approved social networking site in comparison with the business opportunities expected.
- C. Establish a well thought-out social media strategy.
- D. Develop and maintain agency/department specific social media policies and procedures.
- E. Require authorized staff to complete social media security training.

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- F. Have security controls in place to protect County Information and Technology assets.
- G. Designate a Social Media Coordinator responsible for overseeing the agency/department's social media activity and policy compliance.

315.9 Access to Social Media Networks

Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to agencies/ departments with sufficient Information and Technology security controls.

- A. 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 but may not be limited to, cyber, virus and spyware/adware attacks.
- B. The Department of Information Technology shall make a diligent effort to provide authorized users access to social media networks from within agency/department work sites.
- C. County hosted websites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on County websites, agencies/departments shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

315.10 Authorized Use

Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department. The County Social Media Committee is responsible for designating appropriate access levels.

- A. Social media network access shall be limited only to those with a clear business purpose to use the forum.
- B. Appropriate access levels include identifying what sites, or type of sites, the individual is approved to use, as well as defining capability: publish, edit, comment or view only.
- C. Only Official Spokespersons, Public Information Officers and select individuals shall have permission to create, publish or comment on behalf of a County Agency/Department.
- D. Authorized users shall be provided a copy of the County's social media policy and are required to acknowledge their understanding and acceptance via signature.

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315.11 Approved Social Media Networks

Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.

- A. Social media networks under consideration will be reviewed and approved by the County Social Media Committee with consultation from the County Attorney when appropriate.
- B. For each approved social media network, usage standards will be developed to optimize government use of the site in correlation with the County's overall business mission and County Social Media Use Policy.
- C. The County Social Media Committee is responsible for maintaining the list of approved social media networks and site related usage standards.
- D. Social media networks on the approved list shall be reviewed bi-annually for changes to terms of use agreements and/or new/expired offerings.
- E. An agency/department may request review and approval of additional social media networks as needed.

315.12 Official County Social Media Sites

County agency/department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.

- A. Social media network usage standards are accessible from the Department of Information Technology.
- B. County social media network accounts shall be created using an official County email account, when possible.
- C. Sites shall contain visible elements that identify them as an official Gloucester County site. Among other items, this includes displaying official County seals, agency/department brands, contact information and a link to agency/department websites.
- D. County social media sites shall display, or provide a link to, the County's social media disclaimer and any applicable eGovernment policies.

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315.13 Site Content

Agencies/Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.

- A. As is the case for Gloucester County websites, agencies/departments are responsible for the content and upkeep of their social media sites.
- B. County websites shall remain the primary and predominant source for internet information.
- C. Information and comments shared through social media channels shall fully comply with agency/department Communications Policies and Procedures and shall not disclose confidential or proprietary information.
- D. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to quotes, images, documents, links, etc.
- E. Use of sites that are not Section 508 web accessible shall contain "simple" text links to identical material on a compliant website or other social media network.
- F. Electronic information posted to a social media site by the County, or a member of the public, may be considered a record subject to the Freedom of Information Act (FOIA).
- G. Each agency/department is responsible for monitoring postings, and taking appropriate action when necessary, to protect general site visitors from inappropriate or technically harmful information and links. It is not intended to use social media sites in a way that guarantees the right to protected free speech.
- H. Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion. Anyone submitting a public comment will be required to provide their name and magisterial district or zip code. Posts that do not contain the citizen's identifying information or inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):
 - 1. Comments not topically related;
 - 2. Profane language or content'
 - 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with

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- regards to public assistance, national origin, physical or mental disability or sexual orientation;
4. Sexual content or links to sexual content;
 5. Solicitations of commerce;
 6. Conduct or encouragement of illegal activity;
 7. Information that may tend to compromise the safety or security of the public or public systems;
 8. Content that violates a legal ownership interest of any other party.
- I. Agencies/Departments wanting to establish a blog or allow posts from the public on County social network sites shall request, in writing, a business case to the Social Media Committee for review.
- J. Agencies/Departments choosing to use public comments shall consult with the County Attorney to develop agency or department specific disclaimers to meet the County's legal needs. The County Attorney may also be consulted to determine whether to remove comments that violate this policy.

315.14 User Behavior

The same standards, principles and guidelines that apply to Gloucester County employees in the performance of their assigned duties apply to employee social media technology use.

- A. County workforce members authorized to use social media technology shall do so only within the scope defined by their respective agency/department as per Section 315.10 of this policy and in compliance with all County Workforce and IT policies, practices and use agreements.
- B. It is strongly recommended that social media use be performed within the County's established Social Media Guidelines.
- C. Authorized social network spokespersons participating in personal social networking discussions related to County business matters shall indicate that viewpoints are personal and may not reflect County opinion.
- D. Authorized County social media users shall complete social media security training.
- E. Workforce members performing County social media work beyond normal work hours shall receive pre-authorization from the agency/department.

315.15 Records Management

Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may

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be considered a record subject to disclosure under the Freedom of Information Act.

- A. The Department of Information Technology is responsible for the creation, administration and deactivation of social media accounts.
 - 1. Account password information shall only be shared with authorized staff that has been designated by the Department Head or his/her designee, to fulfill the role of site account administrator.
 - 2. Passwords shall conform to County complex password requirements when permissible.
 - 3. Account password shall promptly be reset when an employee is removed as an account administrator.

- B. Agencies/Departments shall maintain a record of social media sites created for County use, including but not limited to:
 - 1. A log file containing the name of the social media network, account ID, password, registered email address, date established, authorizing representative and name of person who created account and agreed to the site's terms of use agreement and/or policy.
 - 2. A record of the site's usage agreement at the time the site was created and any updated versions.
 - 3. A list of authorized site content authors and editors.

- C. Electronic information posted to a social media site by the County, or a member of the public if permitted, may be considered a record subject to FOIA.
 - 1. Any content maintained in a social media format that is related to County business, including a list of subscribers and County or public posted communication, may be a public record. The Department of Information Technology shall have procedures in effect to preserve published social media content.
 - 2. The Agency/Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media and coordinating with the Department of Information Technology to retrieve the data required.
 - 3. Site content shall be maintained in accordance with its respective Records Retention Schedule and in accordance with County IT policies and procedures. If the content constitutes a public record, it must be disclosed to the public unless an exemption applies.
 - 4. Posts deemed technically harmful or inappropriate per Section 315.13 shall be promptly documented, saved pursuant to IT policies and procedures regarding record retention and removed.

- D. Agencies/Departments shall maintain a record of signed social media policy acknowledgement forms for each authorized user.

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315.16 Site Monitoring

Agency/Department 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.

- A. Agency/Department social media site administrators shall review site activity and content daily for exploitation or misuse.
- B. Agency/Departments shall have an established process, including technical capability outside of the County's network, to verify that postings meet the rules established under Section 315.13 of this policy. Posts deemed technically harmful or inappropriate shall be handled as per 315.15.C.4.
- C. Agency/Departments choosing to use public comments shall consult with the County Attorney to develop agency or department specific disclaimers to meet the County's legal needs. The County Attorney may also be consulted to determine whether to remove comments that violate this policy.
- D. Agency/Departments shall be responsible for monitoring employee use of social media and social networking websites.
- E. Perceived or known compromises to the County's internal network shall be promptly reported to the Department of Information Technology.

315.17 Approved Social Media Networks

Table 1.0 contains a list of County approved social media networks that agencies/departments may choose to utilize. Additional social media networks will be considered upon request by an agency/department. New requests shall be sent to the County Social Media Committee. Upon receipt, requests will be assessed by the County Social Media Committee for approval. This document will be updated to reflect new or removed networks as needed.

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#	Name of Social Network	URL	Risk Assmn't Date	Apprv'd/ Denied (A/D)	Date Issued	Date Rescinded(if applicable)
1.	Facebook	www.facebook.com				
2.	Twitter	www.twitter.com				
3.	YouTube	www.youtube.com				
4.	LinkedIn	www.linkedin.com				
5.	Flickr	www.flickr.com				
6.	Constant Contact	www.constantcontact.com				

A. Network Review and Approval Process

The County Social Media Committee will review and rate an individual social networking site's potential risk to the County. Social networks that are deemed acceptable for Gloucester County use will be added to the County's Approved Social Media Network List.

B. Usage Standards

The following standards, per approved social network, have been defined in conjunction with the County's Social Media Use Policies and Guidelines. Options that have not been defined are the discretion of the County Social Media Committee. Since non-County owned social network capabilities may change without notice at anytime, standard items listed within this document may become outdated. Shall an item become outdated; agencies/departments shall maintain sites that uphold the intent and requirements of the County's Social Media Policy. New or obsolete options shall be reported to the County Social Media Committee.

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1. Facebook

Facebook is a social networking site commonly used in government to promote activities, programs, projects and events. At this time, the County will erect one Page for all county activity. Additional pages will be handled on a case by case basis according to the County Social Media Use Policy and Procedure. Where applicable, RSS feeds will be established from the official county website to populate the Gloucester County Facebook Wall.

Facebook Usage Standards

Standard Item	Standard Setting
1.Account Name	When possible, user name shall begin with "GC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County/Agency/Department as close as possible. <i>Example: "GCPRT", "GCLIBRARY", "GCPLANNING"</i>
2. Type of Page	Facebook accounts shall be setup as "Pages" to allow for greater visibility, customization and measurability.
3. Description Type	Facebook accounts shall have a description type of Government.
4.Account Password	Shall conform to the County's complex password requirements.
5.WallLogo/Banner	Shall prominently display Gloucester County's official seal/logo.
6.Who We Are	Shall display info about the County or agency/department mission on Wall Page that informs the public of the topic and intent of the site.
7. Disclaimer	Shall prominently display (or link to) County social media disclaimer.
8. Comments	Comments in general should be turned off. If permitted, the Facebook Wall should display a comment policy box with the County's official comment policy –OR–partial comment policy with link to full policy.
9.Profile Information	Shall NOT contain any profile information such as gender, religion, views, relationship status, political influence, etc.
10.InfoPage	Shall contain a link to an official County website or promotional campaign site.
11.Applications	Shall only use Facebook provided, or County developed, applications.
12.Tags	Shall NOT allow tags.
13.Fans Permission	Shall not allow Fans to post any content.

2. Twitter

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Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, agencies/departments communicate information directly to their Twitter followers.

Twitter Usage Standards

Standard Item	Standard Setting
1. Tweets	Tweets shall be relevant, timely and in formative with the intention of assisting the agency/department fulfill its mission.
2.Account Password	Shall conform to the County's complex password requirements.
3.Account Name	When possible, user name shall begin with "GC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County/Agency/Department as close as possible. <i>Example: "GCPRT", "GCPLANNING", "GCLIBRARY"</i>
4.User Name	User name shall be the same as the Account Name(item #3)
5.Email	Shall use an email account provided by an agency/department mail system or approved external mailbox that is used for official County business.
6.More Info URL	Shall link to an official County website or program campaign
7. Twitter Bio and/or background image	Bio shall include the following references: ♦ Gloucester County (Department Name) ♦ "List of followers may be subject to the Freedom of Information Act"
8.Location	Gloucester County, Virginia
9.Picture	Official County Seal
10.New Follower Emails	Shall be setup to send an e-mail of new followers so that subscriber information can be retained.
11. Direct Text Emails	Shall be setup to receive an e-mail when direct texts are sent to the Twitter accounts so that this information can be retained.
12. Following	Shall use discretion on whom to follow. As a general rule, should only follow entities that attribute to County business value.

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3. Constant Contact

Constant Contact is a social media tool to communicate activities, programs, projects, meetings, and events. It will also be used for event management. Constant Contact is interconnected to approve social media sites such as Facebook and Twitter.

Constant Contact Usage Standards

Standard Item	Standard Setting
1. Usage	Official County business use only
2. Emails	Emails are sent to subscribers based on explicit permission.
3.Account Password	Shall conform to the County's complex password requirements.
4.Account Name	Will correspond to the agency/department social media email address.
5.User Name	Will correspond to the agency/department social media email address.
6.Email	Shall use an email account provided by an agency/department mail system or approved external mailbox that is used for official County business. This email address must be used in the "From" and "Reply To" email settings.
7.More Info URL	Shall link to an official County website or program campaign.
8. Disclaimer	FOIA Request Disclaimer must be add to Sign-up and Change Profile forms: "Effective July 1, 2002, HB731 of the 2002 Virginia General Assembly updated the Virginia Freedom of Information Act. Email subscribers receiving information from a public body may, at their request, be exempt from having their email address given out should the email list be requested under the Freedom of Information Act (FOIA). To have your email address excluded from FOIA requests, enter your email address in the text box provided."
9.Location	Complete street address is required on all email correspondence according to US law (Spam Detection).
10.Logo/Header graphic	Official County Seal and group name.
11.Branding	Official County Seal must be used and Official County website branding should be closely followed.

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315.18 Distribution of Social Media Policy; Employee Acknowledgement

A copy of the Social Media Policy shall be distributed to Gloucester County staff as determined by the Department of Information Technology. The employee shall acknowledge receipt of the Policy by signing and dating the Employee Acknowledgement form in the presence of a witness who shall also sign and date the Acknowledgement. The executed Employee Acknowledgement shall be returned to the Human Resource Department for filing in the respective employee's personnel file.

315.19 Availability of Social Media Policy

A copy of the Social Media Policy shall be available for review in the Department of Information Technology and the Human Resources Department during normal business hours. A copy shall also be posted on the County's Internet website.