



**PIMA COUNTY, ARIZONA**  
**BOARD OF SUPERVISORS POLICY**

<u>Subject:</u>  <b>Social Media</b>	Policy Number	Page
	D 33.2	1 of 1

**Policy**

Pima County recognizes the vital importance of participating in social media/social networking communication and is committed to ensuring that the County participates and listens in meaningful ways.

Pima County shall endeavor to:

- Publish, engage and provide customer service with relevant, timely and actionable information, while promoting core services and key events.
- Establish our voice to build confidence that we are a trusted source for information, especially during emergencies.
- Use social media aggressively during emergencies and emerging incidents to empower information ambassadors, listen to community first informers and share critical information.
- Listen to input about government services and programs.
- Participate in individual, neighborhood, local, regional, state and/or national conversations.
- Ensure the security of our social media accounts.

It is therefore the policy of the Board of Supervisors that all Appointing Authorities, and Department Directors require their departments/divisions to adhere to the requirements outlined by the Administrative Procedure developed for Social Media. Elected officials are exempt from this policy. Pima County elected officials shall, however, maintain all social media in accordance with all public records retention and production laws, regulations and requirements.

**Applicability**

This policy applies to all Pima County departments and boards, commissions and/or committees established by the Board of Supervisors, volunteers and interns.

Adoption Date: November 10, 2015  
Effective Date: November 10, 2015