ADMINISTRATIVE PROCEDURES

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SUBJECT: **Pima County Social Media Procedure**

DEPARTMENT RESPONSIBLE: **All County Departments**

I. PURPOSE

This document contains the Pima County procedure on department use of social media sites such as Facebook and Twitter. It includes guidelines for setting up and managing social media pages for the distribution of official government content.

Additionally, these guidelines address our responsibilities relating to public records, protection of free speech, and information privacy and security – all very important issues and unique to government entities in this new medium of social networking.

II. DEFINITIONS

Social Media: A term for the tools and platforms people use to create community online by publishing, conversing and sharing information. The tools include forums, message boards, blogs, wikis, podcasts, and sites to share photos and bookmarks. Social media applications include Facebook, Twitter, Google+, and YouTube.

III. ACCEPTABLE USE OF SOCIAL MEDIA

The Procedure is built on the premise that the best and most appropriate Pima County uses of social media tools fall generally into these categories:

- As channels for disseminating time-sensitive information, such as emergency notifications, as quickly as possible.
- As an online channel for services provided face to face.
- As a customer service and feedback resource for your department's service area and role in Pima County.
- As marketing/promotional channels that increase the County's ability to share its message with the broadest possible audience.

County Departments should consider using social media channels to distribute the following classes of information:

- Emergency information
- Event and observance information
- Customer service
- Public service announcements
- Employment
- Public meetings
- News and information
- Community or neighborhood-specific information
- Ways to communicate with elected and management officials

Departments should understand that social media represents a significant commitment of staff time due to the consistency of posting and monitoring required. If a site is not kept up-to-date or monitored, the County may remove it.

IV.   SOCIAL MEDIA PROCEDURAL REQUIREMENTS

All departmental requests to create an official social media presence and subsequent account setup decisions are subject to approval of the Pima County Communications Office. These requests should be directed to the Communications Office through the County's Online Service Catalog. Records of all related passwords shall be kept up-to-date at your department [supervisor] and by the Communications Office.

The name of each department's Social Media accounts name should identify the department first and Pima County next, if possible within character limitations. Pima County must be featured prominently in explanatory text areas and the Pima County seal should be used as the profile image.

Each department will be responsible for managing and posting content to its own account(s).

Each department with a social media account must include contact information for use by the public. The account's public information area (ex: Facebook Info section) must state the name of all of the person(s) posting and contact information, such as a phone number or email address.

Each department will designate a manager who will be in charge of monitoring, and at least two individuals (a primary and a back-up) to keep posted information current and to monitor content to assure that it is:

- Accurate
- Spelled properly
- Timely
- Applicable to a wide audience
- Useful or actionable
- Easy to read and understand
- Related to current official County government event, observance, deadline, or matches the same type of services that your department provides when face to face.

All departments with a social media account must designate a salaried employee and a backup to monitor comments posted on their social media site throughout the week and

also on weekends/holidays. All employees assigned to manage and post to social media must attend all appropriate County training sessions.

If a department deems any posts as inappropriate and removes them, it must retain a copy of the comments removed.

Pima.gov remains the County's principle site on the Internet. Whenever possible, content posted to Pima County social media sites should contain links directing users back to the County's main website for in-depth information, forms, documents or online services necessary to conduct business with Pima County. Departments may also provide links on an as-needed basis to grant-funded websites, state agencies and emergency service organizations, as well as your community and programming partners, and useful news related to your subject area.

Comments, mentions, and conversations must be monitored frequently. Responses should be as prompt as possible.

One important goal is that the post be spread by other users to their followers and friends. Observe what messages are passed on the most, or have the most clicks, and consider what made them appealing, urgent, etc.

Departments may make use of third-party software (ex. HootSuite) to manage and coordinate multiple social media sites, but the departments are responsible for any implementation and operational costs. Only employees assigned to manage and post to social media accounts may make use of the social media management software.

Pima County social media sites are subject to State of Arizona public records laws. Any content maintained in a social media format that is related to County business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media. Content related to County business shall be maintained in an accessible format.

Pima County social media site articles and comments containing any of the following forms of content shall not be allowed:

- Comments not topically related to the particular social medium article being commented upon;
- Comments in support of or opposition to political campaigns 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, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Content that reveals private, personal information without permission;
- Photographs that do not conform to the County's Photo Release Policy;
- 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.

V.   <u>PUBLIC RECORD POSTING REQUIREMENTS</u>

Pima County has a duty to follow Arizona public records laws. Any records Pima County creates or maintains on social networking sites in pursuit of the business of Pima County are most likely public records, which the County must efficiently and effectively manage. In short, whatever the County posts on its social media sites is considered a public record.

State law and relevant County retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the Department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a County server in a format that preserves the integrity of the original record and is easily accessible.