



ADMINISTRATIVE PROCEDURES

Procedure Number: 3-31

Effective Date: 04/06/2012
Revision Date: 11/10/2015


County Administrator

SUBJECT: Pima County Social Media Procedure

DEPARTMENT RESPONSIBLE: All County Departments

I. **PURPOSE**

To address the way residents communicate and obtain information, Pima County departments may utilize social media and social network sites to facilitate communication in support of County goals and objectives. This procedure defines the responsibilities of County participants.

II. **DEFINITIONS**

Social Media: Digital technologies, platforms, and online communities that allow publishing, communication, and collaboration among individuals and institutions. Various forms of discussion and information-sharing tools exist including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. Examples of social media applications include Facebook, Twitter and blogs.

Branding: Visual guidelines reflecting the County's outward appearance with the main goal of maintaining a consistent and recognizable appearance.

III. **ACCEPTABLE USE OF SOCIAL MEDIA**

Departments should keep in mind that social media is meant to be social and writing should suit the platform. Instructions on how to communicate will be provided in the mandatory training.

Examples of types of communication to be distributed:

- Emergency information
- Event and observance information
- Customer service and feedback
- Public service announcements
- Employment
- Public meetings
- News, information, and educational content
- Community or neighborhood-specific information
- Ways to communicate with elected and management officials
- Marketing/promotional/awareness communications
- Recognition of exceptional staff members

IV. **SOCIAL MEDIA ACCOUNTS**

Requests for a social media presence must be approved by the Communications Department prior to the creation of any account.

Communications

1. Approve/set up department accounts.
2. Establish standard naming conventions for social media platforms.
3. Establish branding standards.
4. Provide mandatory training to department staff regarding responsibilities for social media accounts.
5. Amplify presence and information through countywide accounts.
6. Maintain social media inventory.
7. Request and/or publish messages to all or select accounts.
8. Coordinate social media during an emergency.
9. Gather statistical data regarding accounts.
10. Maintain administrative access to all accounts.
11. Develop guidelines for the capture and retention of social media records.
12. Approve access to volunteers and interns.

Departments

1. Make request via the Online Service Catalog and justify use of social media account.
2. Designate at least two staff members to monitor accounts including weekends/holidays, and provide timely responses if required.
3. Ensure assigned staff attend the mandatory training provided by the Communications Office prior to accessing the social media account.
4. Conform to Communications Office social media standards and best practices, as established by Communications and taught in training.
5. Remove inappropriate posts and archive according to standards provided in training.
6. Track and maintain reports on trends and usage.
7. Inform Communications Office of staff assignments (including volunteers and interns) and update any staff changes via Online Service Catalog.

V. PROHIBITED CONTENT

The following forms of content shall not be allowed:

- Comments in support of or opposition to political campaigns or ballot measures;
- Profane or vulgar language or content;
- Content that degrades others 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;
- Threatening or harassing postings;
- Libelous or other kinds of personal attacks;
- Sexual content or links to sexual content;
- Criticism of vendors, partners or contractors;
- Content that reveals private, personal information without permission;
- Inappropriate photographs, including but not limited to: photos involving alcohol, nudity, and scenes of graphic violence;
- Photographs of individual children when no consent obtained from parent/guardian. Even if the location is public verbal consent must be obtained from a parent/guardian;
- Recognizable photographs of anyone taken in places or at times when privacy is an expectation and where consent to publish has not been obtained;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems; or
- Copyright, trademark, and intellectual property violations;;
- Comments not topically related to the particular social media article being commented upon posted by the public;
- Solicitations for commerce or fundraising for outside organizations not coordinated, sponsored or organized by a County department.

VI. SOCIAL MEDIA RECORDS

Content posted to any social media account is subject to the guidelines of the Pima County Records Program.

Communications, in collaboration with Information Technology, will determine the appropriate solution to capture and maintain social media records.

Social media content, including a list of subscribers, is a public record. Requests for these records shall be made in accordance with the provisions of Administrative Procedure No. 4-4.