



MARIPOSA COUNTY

Administration • 966-3222



RESOLUTION - ACTION REQUESTED 2019-48

MEETING: January 22, 2019
TO: The Board of Supervisors
FROM: Dallin Kimble, County Administrative Officer
RE: Website Video and Social Media Policy Review

RECOMMENDATION AND JUSTIFICATION:

Approve Revisions to the Website Video and Social Media Policy.

On December 18, 2018, the Board directed staff to review the Website Video and Social Media Policy. That review took place on January 7, 2019. The meeting included representatives from County Administration, Clerk of the Board, Human Resources, Health and Human Services and the Sheriff's Office. Supervisors Jones and Long were also present as general government liaisons.

The attached document is the result of that review. Minor revisions acknowledge the constant evolution of technology and seek to ensure appropriate management methods are used moving forward.

It should be noted that there was also a consensus among those present that a larger strategic communications effort, including the deployment of a countywide public information officer, is desirable and needed in Mariposa County. Staff is pursuing additional recommendations along those lines for presentation at a future board meeting.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

Staff was directed to review this policy during the December 18, 2018 meeting.

The Website Video and Social Media Policy was adopted May 26, 2016.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve. Staff and elected officials will continue operating under existing policy.

ATTACHMENTS:

Web Video and Social Media Policy (DOCX)

Resolution - Action Requested 2019-48

RESULT: **ADOPTED [UNANIMOUS]**

MOVER: Merlin Jones, District II Supervisor

SECONDER: Marshall Long, District III Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey



Website Video
&
Social Media
Policy

January 22, 2019

Overview

The Mariposa County Board of Supervisors (the Board) recognizes that the ever-changing world of technology offers many tools to communicate with the citizens of Mariposa County. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Mariposa County departments may consider using social media tools and website video to reach a broader audience.

Where appropriate, the County encourages the use of social media to further the goals of the County and the missions of its departments. Internet or website video is among many new methods that offer an efficient way to impart official information and provide leadership in the form of public service announcements.

This policy establishes guidelines for the use of website and social media tools by County employees related to County business. It does not replace or take precedence over Mariposa County Computer/Communications or other County policies in place.

Policy

Social media content must be able to be managed, stored and retrieved to comply with the California Public Records Act and e-discovery laws. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the relevant department.

Website videos may be used to communicate official information on the County's website deemed appropriate by Department Heads and Elected Officials. Videos must not include election campaign material or opinions expressed by individuals.

Videos should be direct, factual and to the point. Research shows effective web videos are 2-3 minutes in duration.

Website videos produced by the County are the property of Mariposa County and should not be linked to personal Social Media accounts.

Website videos must employ closed captioning. While scripted narratives can be very effective, conversion from voice to text is not. Speak clearly and enunciate for closed captioning translation.

Departments that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, California Public Records Act (CPRA), First Amendment, privacy laws and information security policies established by Mariposa County.

It is the responsibility of users to ensure that unauthorized persons are not allowed to make changes to official County social networking sites. All Mariposa County presences on social media sites or services are considered an extension of the County's information networks and are governed by the County's Information Security Policy.

Users will be limited to the resources to which they need access.

Use of personal social network accounts and personal user IDs for County business is prohibited. Users setting up official County social network accounts will use a valid County e-mail address. All social media accounts will have no less than two staff administrators.

County social networking sites will be controlled by a secure username and password. Each County Department is responsible for maintaining the user IDs and passwords for each site including maintaining the site on a regular basis.

Creation of "groups" within the social network to support County functions is allowed. However, each agency agrees that they will regularly monitor and moderate group activity.

All policies and standards are subject to the County's records retention schedules. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using the approved County platforms and tools.

Users setting up official County social networking site(s) will use authorized County branding. Departments without approved branding will use the official County seal.

The County of Mariposa's website (www.mariposacounty.org) will remain the County's primary and predominant internet presence. Wherever possible, content posted to County of Mariposa social media sites will also be available on the County's main website. Wherever possible, content posted to County of Mariposa social media sites should contain links directing users back to the County's official websites for in-depth

information, forms, documents or online services necessary to conduct business with the County of Mariposa.

The best, most appropriate County of Mariposa uses of social media tools fall generally into two categories:

1. As channels for disseminating information as quickly as possible (example: emergency information) or;
2. As marketing/promotional channels which increase the County's ability to broadcast its messages to the widest possible audience.

Each department head is ultimately responsible for their own department's online presence, including social media, and how it represents Mariposa County.

Employees representing the County government via social media outlets must conduct themselves at all times as representatives of Mariposa County. Employees that fail to conduct themselves in a professional manner may be subject to appropriate disciplinary actions.

Use of County social network user IDs for personal use is prohibited.

Examples of prohibited use of County User IDs include: downloading and installing plug-ins or helper applications such as those that try to access County e-mail directory, joining groups using a County User ID for personal reasons or adding personal friends to an employee's friends list.

Where possible, users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication from County departments to members of the public.

Prior approval by the CAO or designee must be given before using any new social media site, tool or account. Online representation on social media accounts is ultimately the responsibility of affected Department Head.

Where possible, any comments or postings received from the public must be reviewed by the department social media moderator first and disseminated as part of departmental communications to the social media site or via email to the commenter.

Law Enforcement and Public Safety personnel are exempt from this policy while doing investigative work related to County business.

Policy Responsibilities

Department Heads will appoint a social media moderator within their department to manage the social media account and to ensure the appropriateness of content. The designated moderator should: Be a Mariposa County employee or contractor; be familiar with Mariposa County policies; understand the scope of responsibility, and be appropriately trained regarding county regulations and policies to interact on behalf of

a department.

To assure that information posted on social media accounts are official, timely and accurate, all material posted should be tied to the moderator(s) Mariposa County e-mail account. Coordination needs to be made through IS for access to social media and to establish an appropriate email account and URL or web address.

It is recommended that departments develop a work plan to monitor accounts daily and update them twice a week at minimum.

Departments should address use of social media during an emergency within their respective department emergency operations plan.

Do not comment on work-related legal matters. If given prior approval by the CAO or their designee to utilize a social media site for public input or two way interaction, comments/postings must be monitored, if possible, before posting for all public viewing. Seek to respond as promptly as possible. The County employee responding to a problem either directly through the social media site or via another communication method is ultimately responsible for any repercussions regarding the response. The County employee that is the point of contact for a customer or employee complaint should remain the point of contact until the issue is resolved.

Post meaningful, respectful comments—no spam and no remarks that are off-topic or offensive. Always pause and think before posting. If you are unsure if material you would like to post violates this policy, check with your manager first. It's better to err on the side of caution.

Unacceptable Content may contain but not limited to: 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 regards to public assistance, national origin, physical or mental disability or sexual orientation, explicit sexual or harassing content, images or links to sexual or harassing content. Profanity filters, if available, will be used at the strongest setting available.

Other Prohibited Uses:

- Solicitation of commerce, commercial activities, fund-raising or sponsorship.
- Conduct or encouragement of illegal activity.
- Information that may compromise the safety or security of the public or public systems; or content that violates a legal ownership interest of any other party.
- Comments in support of or opposition to political campaigns or ballot measures or any other political activity chat sessions.
- Anything that violates the County's automation standards, policies and procedures.
- External commercial advertisements not related to Mariposa County, or interrelated departments.

- Personal information about employees.
- Off topic discussions or postings.
- Making or publishing of false, vicious or malicious statements concerning any employee, supervisor, the County or its operations.
- Content that violates a legal ownership interest of any other party.
- Do not use links that are primarily commercial in nature.
- Deemed misleading, contain unsubstantiated claims or are determined to be in conflict with the Mariposa County's mission, vision and value statements.