

Title: Administrative Policy Social Media Use	Policy No. Part 1, County Administration Chapter 3, Operations Section 6
	Effective Date December 7, 2010
Policy Custodian County Manager	Adoption/Revision Date December 7, 2010 / November 2018

Adopting Resolution(s): CC10-472

References (Statutes /Resos/Policies): Web Site Policy, Use of IT Services Policy

Procedure: Social Media Standards and Procedures

Purpose: To coordinate the use of social media as a public communications tool.

Policy: Social Media Use

A. Applicability

1. This Policy shall apply to all Departments/Divisions that report to the Board of County Commissioners, Elected Officials Offices and, Appointed Officials Offices.
2. The Elected Official, Appointed Official, or Department Director shall be responsible for content, upkeep, monitoring and staffing to keep content appropriate and current. Departments must be aware of ownership policies of social media sites before using the sites.
3. The Board of County Commissioner’s Public Affairs shall coordinate the Implementation of any new social media tools. Approved social media tools shall be published in the Social Media Procedure. Public Affairs can remove or restrict content in violation of this policy.

B. Standards

1. Each Department/Division director, Elected Official and Appointed Official shall coordinate with the county’s Public Affairs Director to designate staff to post to social media sites.
2. Prior to use, the Office, Department, or Division shall coordinate through Public Affairs and Information Technology Services.
3. Social media sites must comply with all federal, state, and county laws, regulations, and policies. Confidential information including but not limited to personnel matters, contract negotiations, legal opinions, etc, may not be shared through social networking sites.
4. Jefferson County's web site (www.jeffco.us) shall remain the county's primary and predominant Internet presence.
5. Social media posts shall complement the county web site and be linked back to the county web site as much as possible.
6. Prior to using social media, the department or division web site must be current.
7. Departments and divisions shall consider each social media network’s primary audience and tailor their communications to those audiences.
8. Departments/Divisions, Elected/Appointed Officials may develop additional standards and procedures to promote accuracy and consistency.

C. Use

1. Social media sites shall be monitored daily.
2. All employees using social media on behalf of the county, shall be open and honest about who or what they are representing. All County Offices, Departments, or Divisions and employees acting as a representative of the county are prohibited from establishing sites or making comments on others' sites anonymously or using aliases.
3. Prohibited posts
 - Content unrelated to county business.
 - Political comments.
 - Profane language or content.
 - Content that is discriminatory or sexual in nature.
 - Non-county and/or personal interests.
 - Information that compromises safety or security.
 - Confidential or sensitive information.
 - Inappropriate and unprofessional applications.
 - Inaccurate information, or information not related to the Department/Division, Elected Official, or Appointed Official's job function or area of expertise.

D. Records Management

Social media use may be subject to Colorado Public Records and Open Records laws and may require that messages be created, maintained, and disposed in full accordance with federal, state, and county laws, regulations, and policies. Elected Officials, Appointed Officials, or Department/Division Directors are responsible for compliance.