

Procedure Social Media Standards and Procedures	Last Update: July 2022
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References: County Policy Manual- Social Media Use Policy

Purpose: To coordinate the use of social media as a public communications tool and to better connect people with services of the county.

A. Identity and Branding

All social media sites representing Jefferson County must fit within the web design standards and specifications, just as the website does. To reference those standards, see the [Content Strategist Training page on J.E.N.](#) select the “Jeffco Content Best Practices and Usage Guide” within the Training Documents list.

1. Logo/Photo Use

- a. An approved county logo or photo is what must be used to represent the county on a department or division site as the “profile picture;” no matter which site.
- b. If a department or division would like to use something other than that for a profile picture, the chosen image must be submitted and approved by Public Affairs before use.
 - 1) A department or division may use a temporary photo or avatar as part of a campaign, and that new representation must be submitted and approved by Public Affairs before use.

2. Naming Standards

- a. Jefferson County (preferred) or Jeffco must be used for the name of the site, within the space allotment allowed.

Example: Jefferson County Colorado Government (the name for the umbrella Jefferson County Facebook site)

Example: JeffcoColorado (the name for the umbrella Jefferson County Twitter site)

Example: Jeffco Open Space, CO (name for Open Space Facebook site)

- b. The use of acronyms are allowed in the site name only when space constraints limit your ability to write out the department or division name. All acronyms must be spelled out on first reference within the profile.
- c. Colorado or CO should also be used within the profile description. Since there are 26 Jefferson Counties in the United States, we want to be sure to clarify.

- 1) Design specs: Web design standards and specifications must be followed and guidelines adhered to. See the Jeffco Content Best Practices and Usage Guide on the Content Strategist Training page on J.E.N. within the Training Documents list.
- 2) Content: easy to understand, web-friendly files and images, consistency throughout the site in fonts for body text, headers.
- 3) Graphics and colors: should be appropriate for the web, consistent with the overall branding and no animation.

B. Approved Social Media Sites

1. Approved sites are listed below. Public Affairs will regularly review the list of permitted social media sites for additions/deletions.

Instagram	YouTube
Facebook	LinkedIn
NextDoor	Twitter

2. Public Affairs will review new social media sites to be added to the list of permitted sites at the request of department/division staff. ***It must be vetted and approved before any accounts are created and used.*** The list will be published and maintained on the Intranet. Some departments may receive permission to create accounts on sites that are not on the list if Public Affairs determines that the site has business value for that department.

C. Procedure for starting and maintaining a new social network site:

1. Before establishing a presence on a social networking site, departments and divisions must fill out the social network application to gain the approval of Public Affairs.
2. Upon receiving approval, it is recommended that departments follow the guidelines for that platform as laid out by Public Affairs.
3. For each account/platform that a department/division sets up, there must be at least two managers or administrators with access to that account.
4. The department's site manager, as identified in the application, must send to Public Affairs the following for each platform an account is created for:
 - a. Names of all managers/administrators with access to that account
 - b. the title of each site
 - c. the username for each site

- d. The email used to create each account. Public Affairs will keep a central database of this information to be able to access the accounts if needed.
 - e. Where possible, the email address associated with the site account should be “transferable” (i.e. jeffcopublicaffairs@jeffco.us) not a personal or individual’s email address.
5. Public Affairs will add each new site to the main social network site page, Stay Connected, on www.jeffco.us.
 6. The site manager will monitor each site as approved in the social network application. See the section about monitoring below for more information.
 7. If comments are permitted on the site, departments should use the comment flowchart to decide whether to respond. See Citizen Interaction section below for more information.
 8. The site manager should alert other departments or divisions regarding posts or comments that may affect them.
 9. If a department or division decides to delete or rename its account from a social network, the site manager must alert Public Affairs.

D. Citizen Interaction

1. Departments/divisions should allow citizens to comment on their sites. The purpose of social media is to provide a means for two-way communication. If the department or division feels they do not want to allow comments, they need to speak further with Public Affairs on their purpose for launching a social media platform. For the monitoring of those comments, staff should consider:
 - a. The overall purpose of the department’s presence on the social media site, i.e., to inform citizens of breaking news, to engage citizens in two-way communication.
 - b. Staff’s ability and time to monitor and respond to comments.
2. Departments that do accept comments must indicate that on their application to Public Affairs and abide by and notify users of Jeffco’s Commenting Policy, which needs to be included within their platform profile. Public Affairs will provide this copy.

3. Public Affairs recommends that departments follow the guidelines on “Comments on Social Media Sites” flow chart when responding to comments.
4. Departments should consider several issues before deciding whether to “follow” or “friend” others:
 - a. What criteria will you use when deciding whether to follow a person or organization? Your criteria should be clear and consistent.
 - b. By following this account, would your department be seen as endorsing that person or organization? If it is an organization of which the county is a member, such as the National Association of Counties, the perceived endorsement may be acceptable. However, there are other people or organizations that may cause a negative association with the county.
 - c. Is the “follow” request from an elected official or candidate for office? If so, are you following all candidates or elected officials to show no bias? Suggestion: accounts should “follow” only elected officials who are currently in office and who work directly for (Coroner, Clerk and Recorder, etc.) or with the county (local state representatives, governor).
5. If a conversation regarding county business includes two or more elected officials, move the conversation offline or to a formal public meeting. Discussions with two or more elected officials may constitute a quorum and need to be announced as a public meeting at least 24 hours in advance.

E. Monitoring

1. Department/division directors are ultimately responsible for monitoring their social media sites.
 - a. It is important to understand that social media can easily become viral. Constant and consistent monitoring is the best way to stay out in front of issues.
 - b. Establish a timeline for monitoring all comments, posts, or other communication on a regular basis, whether that is daily or weekly.
 - c. A workable monitoring plan is also a commitment to the reputation of the county and our citizens.
2. Staff must regularly monitor their department sites for comments, questions and problems.

3. Departments must outline their monitoring plans on their social media applications.
4. Before launching your platform and allowing users to comment or post on your page, consider the business value, risks and perceptions.

F. Archival and Retention

1. Social media sites should comply with all appropriate policies:
 - a. Web Site policy
 - b. Use of IT Services Staff policy
 - c. Records Management Policy
 - d. Personnel rules
2. Social media sites should comply with all standards and procedures that are approved by Public Affairs, IT or social media committee.