

CHISAGO COUNTY SOCIAL MEDIA POLICY

I. PURPOSE

To address the fast changing landscape of the Internet and other technology-based social media platforms, as well as the evolving way society communicates, County Departments and Offices may want to utilize social media as a means to reach a broader audience. Chisago County encourages the use of Social Media to further the goals of the County and the missions of its departments, when and where use is appropriate.

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

1. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
2. As marketing/promotional channels which increase the County's ability to broadcast its messages to the widest possible audience while engaging the community on topics of interest to constituents.

This document establishes countywide use policies intended to mitigate associated risks from the use of social media technology where possible. This policy applies to all Chisago County employees, elected officials, approved volunteers, consultants, service providers and contractors performing business on behalf of the County.

II. POLICY PROCEDURES

See the Chisago County Social Media Procedures Attachment

III. RESPONSIBILITY

Within the terms of this policy, Department Directors have authority to determine and establish work related social media activity at the department program level. Prior to the use of any and all social media technologies, the Chisago County MICS Department shall be notified so as to assist with the procedures intended to mitigate associated risks from the use of the intended site and/or technology. Chisago County shall maintain social media procedures related to implementation of this policy and shall update these as needed.

IV. DEFINITIONS

Social Media is an umbrella term that defines the various activities that integrate technology, social interaction, and content creation. Through social media, individuals

or collaborations of individuals can create content, organize content, edit or comment on content, combine content, and share content. Social media uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more. Every form of social media may not be appropriate for use by County departments.

V. POLICY

- A. Department use of social media technology shall conform to this policy as well as all other applicable county policies, protocols, and procedures.
- B. A Department Director's decision to utilize social media shall consider the department's mission and goals, audience, technical capabilities, potential benefits, and potential costs or risks. Department Directors are responsible for determining who is authorized to use social media on behalf of the department, and for designating appropriate access levels.
- C. Department Directors are responsible for establishing and maintaining content posted to social media sites and shall have measures in effect to prevent inappropriate or technically harmful information or links. The same standards, principles, and guidelines that apply to Chisago County employees in the performance of their assigned duties apply to employee social media technology usage.
- D. Access to social media networks from within the County's technical infrastructure shall be limited to individuals performing official County business and to departments with sufficient information and technology security controls. Employees are prohibited from unauthorized access to their personal social media sites or conduct of private social communications through the County network, in accordance with the County's Internet Usage guidelines and Electronic Data Security Policy.
- E. Departments shall only utilize County approved social media networks for hosting official County social media sites.
- F. Chisago County's website (www.co.chisago.mn.us) will remain the County's primary and predominant Internet presence. Whenever possible, content posted to County of Chisago social media sites shall also be made available on the County's primary website. Whenever possible, content posted to the Chisago County's social media sites should contain links directing users back to the County's primary website for in-depth information, forms, documents or online services necessary to conduct business with the County of Chisago.
- G. Department social media sites shall be created and maintained in accordance with Chisago County policies with consistent and identifiable characteristics of an official Chisago County site, including the Chisago County logo with a link to Chisago County's website.
- H. Chisago County's social media sites are subject to State of Minnesota 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 and subject to a data retention schedule.

- I. Minnesota state law and relevant Chisago County records 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.
- J. Wherever possible, all social media sites used by a Department 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 Responsible Authority (County Administrator or designee).

VI. DISCIPLINE

- A. The County and its designated officials may monitor content on each of the social media sites to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of Chisago County.
- B. Violation of this policy may result in the removal of pages from social media outlets. The County retains the authority to remove information without prior notification to the Department or employee.
- C. Employee violation of the Social Media Policy may result in disciplinary action up to and including discharge from employment.

VII. REFERENCES/ATTACHMENTS

- Chisago County Social Media Procedures (Attached)
- Chisago County Social Media Disclaimer (Attached)
- Sample Department Authorized Social Media Site Record (Attached)
- Chisago County Electronic Data Security Policy
- Chisago County Internet Usage Guidelines
- Minnesota State General Records Retention Schedule for Counties
- Minnesota State Statute Chapter 13

DISCLAIMER for Use on All Social Media Sites

Chisago County makes use of social media to engage residents to learn about needs and concerns, contribute to relevant conversations, and promote County programs and services. Despite efforts to keep the County-provided information timely and accurate, users should be aware that the information available through this social media tool may not be timely, accurate, or complete. No communication to County through this social media shall be deemed to constitute legal or official notice for any purpose. Users are encouraged to consult with appropriate non-County professional advisors for advice concerning specific matters before making any decision. Chisago County disclaims any responsibility or liability for positions taken by individuals or entities for any misstatement, misunderstanding or losses, directly or indirectly, on the part of the users.

Chisago County's use of external social media tools is provided as a public service. The County disclaims liability for ads, videos, promoted content or comments accessible from any external web page or social media site. The responsibility of external content or comments rests with the organizations or individuals providing them. Any inclusion of external content or comments on external social media web sites does not imply endorsement by Chisago County. The County reserves the right and may choose to reprint comments/materials placed on the social media web sites to other media, such as by providing comments/materials to County staff or County Board of Commissioners.

We reserve the right to remove comments/materials from County social media tools when those comments/materials, in the County's sole discretion, are:

- Potentially libelous
- Obscene or sexually explicit comments
- Hateful or mean-spirited
- Personal attacks, insults, profane, name-calling, or threatening language
- Plagiarized material or material that potentially violates intellectual property rights
- Private, personal information published without consent
- Commercial promotions or spam
- Off topic or that link to material that is off topic
- Embedded images from external sources
- Violate any law or promote the violation of any law
- Encourage or constitute prohibited discriminatory or harassing conduct
- Made by a person masquerading as someone else

Additionally, the County reserves the right to terminate a person's ability to post comments/materials or otherwise participate in the County's social media tools when the person has repeatedly posted any of the above listed inappropriate comments/materials.

SAMPLE Department Authorized Social Media Site Record

DEPARTMENT:

WEBSITE TITLE:

URL:

REASON FOR CREATION:

USERNAME:

PASSWORD:

REGISTERED EMAIL ADDRESSES:

CREATOR OF ACCOUNT:

DEPARTMENT REPRESENTATIVE:

AUTHORIZED USERS/EDITORS:

Attach a Printed Copy of the Site's Usage Agreement on the Date of Account Creation.

Account Creator's Signature, Date

Authorizing Body's Signature,

Ben Montzka
Chair, Chisago County Board of Commissioners

Date

Chase Burnham
Clerk, County Board

Date

CERTIFICATION

State of Minnesota)
) ss.
County of Chisago)

I hereby certify that the foregoing resolution is a true and correct copy of a policy presented to and adopted by the Board of Commissioners of Chisago County at a duly authorized meeting thereof on the 6th day of November, 2013.

Chase Burnham
Clerk, County Board

CHISAGO COUNTY SOCIAL MEDIA PROCEDURES

I. COUNTY SOCIAL MEDIA USE

The establishment and maintenance of any social media site shall comply with all applicable federal, state and local laws, regulations, and County policies related to, but may not be limited to, copyrights, trademarks, records retention schedules, the First Amendment, privacy laws, employment related laws, and County-established personnel, information and technology policies.

II. ACCESS TO SOCIAL MEDIA NETWORKS

- A. Any device used to access social media sites shall have up-to-date software to protect against destructive technical incidents, including but not limited to malware, virus, and spyware attacks.
- B. MICS shall make a diligent effort to provide authorized users access to social media networks from within department work sites consistent with security requirements specific to said department.
- C. County-hosted websites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on County social network sites, Departments shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

III. AUTHORIZED USE

- A. Department Directors are responsible for determining who is authorized to use social media on behalf of the department, and for designating appropriate access levels.
- B. Social media network access shall be limited to those with a clear business purpose to use the forum. Appropriate access levels include identifying what sites, or type of sites, the individual is approved to use, as well as defining capability: publish, edit, comment, or view only.
- C. Only designated individuals shall have permission to create, publish or comment on behalf of a Department. Authorized users shall be provided with a copy of the County's social media policy and are required to acknowledge their understanding and acceptance with a signature acknowledgement.

IV. APPROVED SOCIAL MEDIA NETWORKS

- A. All social media networks under consideration for Department use shall be reviewed and approved by the County Administrator, in consultation with the County Attorney and MICS department, and subject to review by the County Board when appropriate.
- B. For each approved social media network, usage standards shall be developed to optimize government use of the site in correlation with the County's overall business mission and Social Media Policy.
- C. MICS is responsible for maintaining a list of approved social media networks and site-related usage standards. Social media networks on the approved list shall be reviewed and approved annually for changes to terms of use agreements and/or new/expired offerings. Departments may request review and approval of additional social media networks.

V. OFFICIAL CHISAGO COUNTY SOCIAL MEDIA SITES

- A. MICS staff shall maintain a list of all Chisago County social media sites, including login and password information by Department.
- B. Departmental Directors shall inform MICS staff in writing of any administrative changes to existing sites. The County must be able to immediately edit or remove content from social media sites at all times. Once social media sites are created, the Department Director or designee must inform MICS of usernames and passwords for each site for record retention purposes. MICS shall also be notified promptly if there is a change to username and/or passwords.
- C. All County social media network accounts shall be created using an official Chisago County email account. Sites shall contain visible elements that identify them as an official Chisago County Site by using official County logos, Department brands, contact information, and links to the County social media disclaimer and to County and Department websites.
- D. Departments are solely responsible for the content and maintenance of their social media sites. Each Department is responsible for monitoring postings along with taking appropriate action when necessary to protect general site visitors from inappropriate or technically harmful information and links.
- E. Information and comments shared through social media channels shall fully comply with Chisago County policies and procedures and shall not disclose confidential, private, proprietary or other protected information. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others, which includes but is not limited to quotes, images, documents, links or the like.

- F. 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 between County employees and members of the public. Social Media guidelines must be displayed to users or made available by hyperlink. Any content and associated meta-data removed based on these guidelines must be retained, including the time, date and identity of the poster when available. The County reserves the right to restrict or remove any content that is deemed in violation of the County's social media policy or any applicable law.
- G. Departments are responsible for the creation, administration, and deactivation of social media accounts. Account information shall only be shared with authorized staff that has been designated by the Department Director to fulfill the role of site account administrator. Account passwords shall promptly be reset when an employee is removed from account administrator and an updated user list provided to MICS.

VI. RECORDS MANAGEMENT

- A. Departments shall maintain a record of social media sites created for County use. This record shall include:
 - 1. A filed log containing names of social media network, account IDs, passwords, registered email addresses, date of establishments, authorizing representative and name of person who created the account and agreed to the site's terms of use agreement and/or policy.
 - 2. A record of the site's usage agreement at the time the site was created.
 - 3. A list of authorized site content authors and editors.
- B. Departments shall maintain a record of signed social media policy acknowledgement forms for each authorized user.
- C. The Department maintaining the site is responsible for responding completely and accurately to any public records request related to social media use by the Department. Content related to County business shall be maintained in an accessible format including all meta-data so that it can be produced in response to a request.

VII. SITE MONITORING

- A. Department social media site administrators shall review site activity and content for exploitation or misuse.
- B. Departments shall be responsible for actively monitoring employee use of social media and social networking sites.
- C. Perceived or known compromises to the County's internal network shall be promptly reported to the Department Director and County Administration.

D. Chisago County social media site articles and comments containing any of the following forms of content shall be immediately removed by Department:

1. Comments not typically related to the particular social medium article being commented upon;
2. Comments in support of or opposition to political campaigns or ballot measures;
3. Profane language or content;
4. 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;
5. Sexual content or links to sexual content;
6. Solicitations of commerce;
7. Conduct or encouragement of illegal activity;
8. Information that may tend to compromise the safety or security of the public or public systems;
9. Content that violates a legal ownership interest of any other party; or;
10. Any harassing comments or comments that breach accepted community standards as relating to free speech.

