



# **Tuscola County Information Systems**

## *POLICY FOR SOCIAL MEDIA*

### Purpose

This document defines the social networking and social media policy for Tuscola County, "TC". To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, County departments may consider using social media tools to reach a broader audience. TC encourages the use of social media to further its technology goals of and the missions of its departments, where appropriate.

TC has an overriding interest and expectation in deciding what is "spoken" on its behalf on social media sites. This policy establishes guidelines for the use of social media.

### Acceptable Use

#### **Personal Use**

All TC employees may have personal social networking and other social media sites. These sites should remain personal in nature and be used to share personal opinions or nonwork related information. Following this principle helps ensure a distinction between sharing personal and TC views. Employees must never use their TC e-mail account or password in conjunction with a personal social networking or other social media sites.

#### **Professional Use**

All official TC-related communication through social media and other social networking outlets should remain professional in nature and should always be conducted in the best interest of the County and its citizens. Official county social media will not be used for political purposes, to conduct private commercial transactions, or to engage in private business activities.

TC employees should be mindful that inappropriate usage of official agency social media sites can be grounds for disciplinary action.

## **Approval and Registration**

All TC social media sites shall be (1) approved by Tuscola County Information Systems, Director ; (2) published using approved social networking platform and tools; and (3) administered by the contact or their designee.

## **Oversight and Enforcement**

Employees representing TC through social media outlets or participating in social media features on TC websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in TC social media sites or blogs.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

TC employees recognize that the content and messages they post on social media websites are public and may be cited as official TC statements.

TC employees may not publish information on TC social media sites that include:

- Confidential information
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM

## **Records Retention**

Social media sites contain communications sent to or received by TC and its employees, and such communications are therefore public records. These retention requirements apply regardless of the form of the record (for example, digital text, photos, audio, and video). The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible.

# EXTERNAL POLICY

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

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This agency social media site serves as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed (if possible) when the content:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

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## Public Records Law

Agency social media sites are subject to applicable public records laws. Any content maintained in a social media format related to agency business, including communication posted by the Agency and communication received from citizens, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.