

COUNTY OF MADERA
Social Media Use
Policies and Procedures

I. PURPOSE

The County of Madera recognizes the need to enhance communications with the public and its constituents by integrating the use of social media platforms. In response, the following Policies and Procedures are intended to govern the use of social media in the course and scope of County service, with the intent of mitigating the associated risk of such usage, where possible.

Unless expressly provided, these Policies and Procedures shall govern the use of any County social media platform by any County employee. Should the County modify its position or direction on social media use, these Policies and Procedures will be amended as necessary, and department activity shall be adjusted accordingly.

II. DEFINITIONS

A. "Content" means any social media, including but not limited to posts, comments, likes, blogs, tweets, links, photos, graphics interchange format ("GIF") images, and/or videos appearing on any County social media platform. For purposes of these Policies and Procedures, "content" is to be broadly construed.

B. "Following" means subscribing to a Twitter account. "Follower" means a Twitter account that has subscribed to a County Twitter account.

C. "Like" means clicking on a small heart icon corresponding to a Tweet.

D. "Retweet" means a re-forwarding of a Tweet to Followers and the act of sharing another account's Tweet to Followers.

E. "Social Media" means internet-based programs and activities integrating technology, social interaction and content creation as defined by the U.S. Government, including social networking websites (e.g. Facebook, GovLoop, LinkedIn, Yahoo Groups, Google Groups), web feeds, blogs/microblogs (e.g. Twitter), podcasts, Really Simple Syndication (RSS) feeds, wikis (e.g. Wikipedia, Wikispaces), Virtual World sites (e.g. Second Life), social bookmarking sites (e.g. Pinterest, Digg, del.icio.us, Technorati), photo-sharing websites including Instagram, video-sharing websites, mash-ups, widgets, message boards, online discussion forums, and the like.

F. "Third Party Application" means an application that is developed and/or provided by a source other than the County and/or County departments, such as a third party vendor.

G. "Page Administrator" means and includes the Chief Information Officer, the County Administrative Officer (or designee), , assigned District Chief of Staff members of the County's Public Information Team, County Counsel, and department heads (or designees) of law enforcement departments and elected offices.

III. APPLICATION

1. Unless expressly provided, these Policies and Procedures shall apply to all County departments, officials, employees (whether permanent, probationary or extra help), and approved volunteers, consultants, service providers and contractors performing business on behalf of a County department. These Policies and Procedures are not intended, and shall not be construed, to create the relationship of agent, servant, employee, partnership, joint venture, or association between the County and any approved volunteer, consultant, service provider, and/or contractor performing business on behalf of the County.

2. Departments using social media technology prior to the implementation of these Policies and Procedures including any amendments, shall achieve compliance within ninety (90) days of Board adoption.

3. The County reserves the right to contract with a third party to manage and monitor County social media platforms in conjunction with these Policies and Procedures.

IV. GENERAL STANDARDS

1. Each department, with the exception of law enforcement departments and/or departments overseen by elected officials, shall utilize the County's official social media platforms (i.e. Facebook, Twitter, Instagram, and/or LinkedIn). Each County social media platform shall allow for two-way communication.

2. The County's official website (www.maderacounty.com) shall be the County's primary and predominant Internet presence. The use of County social media platforms shall not replace the County's primary and predominant website (www.maderacounty.com). Whenever possible, content posted to County social media platforms will also be made available on the County's website and when feasible must contain hyperlinks directing users back to the County website for in-depth information, forms, documents, online services and contact information necessary to conduct County business.

3. County social media platform accounts shall be created by using an official County e-mail account, and shall contain visible elements that identify them as official County of Madera social media platforms (the County logo, department name, contact information, and a link to the department website). Use of departmental logos on County social media platforms is encouraged; however, departmental logos may only be displayed on County social media platforms when the County logo is simultaneously

and conspicuously displayed. This section applies whenever an official County social media platform is used.

4. Security controls and safeguards shall be in place to protect County information and technology assets from potentially destructive technical incidents, including but not limited to requiring two-step authentication. Perceived, suspected, or known compromises to the County's internal network shall be immediately reported to the Office of Information Technology. Computers, laptops, tablets, and/or other mobile devices used to administer County social media platforms shall have up-to-date software to protect against destructive technical incidents, including but not limited to, cyber, virus and spyware/adware, and spam attacks.

5. The department head (or designee) is responsible for designating staff who are authorized and able to prepare and provide content to the assigned District Chief of Staff member of the County's Public Information Team. The assigned District Chief of Staff will review the content and may post the content if, in the assigned District Chief of Staff's determination, the content: (a) complies with these Policies and Procedures; (b) is relevant, timely, and informative, and (c) is consistent with the County's mission. If necessary, the assigned District Chief of Staff may consult with the County Administrative Officer (or designee) in making the determination of whether to post content submitted to the assigned District Chief of Staff. The County Administrative Officer (or designee) is authorized to make the final determination of whether content submitted to the assigned District Chief of Staff shall be posted. This section shall not apply to those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

6. The assigned District Chief of Staff member and the County Administrative Officer, who are members of the County's Public Information Team, shall have full access to any County social media platform, including the full authority to manage and/or monitor any content posted on any County social media platform. This section shall not apply to those platforms overseen by elected officials.

7. For those social media platforms overseen by elected officials, the County's Office of Information Technology shall have access to these platforms. Additionally, the County's Office of Information Technology shall have the authority to manage and/or monitor content posted by any member of the public that is inconsistent with these Policies and Procedures.

8. All County social media account information shall be provided to the Office of Information Technology. "County social media account information" means the names and access levels of those individuals authorized to use County social media platforms on the County's behalf and any and all log-ins and passwords used to access County social media platforms. Access shall be limited to those designated by the County Administrative Officer as having a clear business purpose, including, but not limited to, those authorized to post content on County social media platforms on behalf of the department.

9. The content of County social media platforms shall only pertain to County-sponsored or County-endorsed or otherwise sponsored programs, services, meetings, events, and facilities.

10. County social media platforms shall contain proper grammar, and avoid the use of jargon and unnecessary abbreviations.

11. While social media tools are available 24 hours a day, content posted by members of the public on County social media platforms will generally be moderated only during normal business hours. Content posted outside of normal business hours on County social media platforms may be read and appropriate action may be taken as soon as reasonably possible.

12. Content posted on County social media platforms shall in no way constitute legal or official notice to the County or any official or employee/agent of the County for any purpose whatsoever.

13. County social media platforms shall comply with all applicable federal and state laws, regulations, and County policies as may be amended from time to time including but not limited to those related to ethics and disclosure of confidential information, including HIPAA, copyright, trademark, records retention, the California Public Records Act, privacy laws, the County's Computer Equipment and Systems Usage Agreement and the County's Policy and Guidelines on Discrimination and Harassment, as may be amended from time to time.

14. County social media platforms may be subject to the California Public Records Act. No expectation of privacy exists with respect to any content maintained on County social media platforms.

Requests for public records related to content on County social media platforms shall be handled by the department maintaining the social media platform in collaboration with County Counsel and the Office of Information Technology.

15. County social media platforms shall be managed and maintained consistent with the Brown Act. To that effect, members of the County's Board of Supervisors or any commissions/committees shall not use County social media platforms in any way to discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the governing body.

16. To avoid the use of public resources for a campaign activity, County social media platforms shall avoid posting content that feature any elected local official or incumbent elected officer in connection with election to a future term of office. (Government Code Section 8314; 2 CCR section 18525, subdivision (a)(2)(C).)

17. Unless expressly provided, the Policies and Procedures in this section shall also apply to those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

V. PHOTOS AND VIDEOS

1. The County shall have full permission and rights to any content posted by the County on any County social media platform, including photographs and videos.

2. Staff designated by the department head (or designee) to prepare and provide content to the assigned District Chief of Staff member of the County's Public Information Team may, with the department head (or designee)'s permission, provide photos, videos, and/or GIF images to the assigned District Chief of Staff for posting on County social media platforms. Permission from County Administration and/or the Chief Information Officer will not be required to provide photos, videos, and/or GIF images to the assigned District Chief of Staff. The assigned District Chief of Staff member may post these photos, videos, and/or GIF images to County social media platforms if in the assigned District Chief of Staff's determination the photos, videos, and/or GIF images (a) comply with these Policies and Procedures; (b) are relevant, timely, and informative, and (c) are consistent with the County's mission. If necessary, the assigned District Chief of Staff may consult with the County Administrative Officer (or designee) in making the determination of whether to post photos, videos, and/or GIF images submitted to the assigned District Chief of Staff. The County Administrative Officer (or designee) is authorized to make the final determination of whether photos, videos, and/or GIF images submitted to the assigned District Chief of Staff shall be posted.

3. In posting photos and/or videos on County social media platforms, Page Administrators must understand and comply with these Policies and Procedures. Page Administrators should use their best judgment in posting only photos and/or videos that are not considered confidential, private, sensitive, and/or potentially harmful to employees, officials, third party vendors, or members of the public. In certain situations, it may be appropriate for Page Administrators to obtain waivers by the individuals depicted in the photo and/or video to be posted or waivers from parents/guardians. For example, waivers must be obtained from parents/guardians prior to posting photos and/or videos of minors. If there are any questions about the appropriateness of posting photos and/or videos whether a waiver may be required, Page Administrators should contact the County Administrative Officer (or designee) prior to any posting on County social media platforms.

4. Video and photo quality must be adequate to show the intended feature or subject clearly.

5. Videos streamed from sources other than the County may not be posted to any County social media platform. The ability for members of the public to post photos and videos shall be turned off, and/or otherwise not permitted on any County social media platform.

VI. THIRD PARTY APPLICATIONS

1. Advance approval from the Chief Information Officer is required before any Third Party Application(s) are added to any County social media platform. A Third Party Application must not be used unless it serves an appropriate and a valid business purpose, adds to the user experience, and comes from a trusted source.

2. A Third Party Application may be removed at any time in the sole discretion of the County if the County determines that it is causing or potentially contributing to a security breach or the spread of viruses, or is otherwise deemed inappropriate as determined by County Administration, the Office of Information Technology, or County Counsel.

3. Unless expressly provided, the Policies and Procedures in this section shall also apply to those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

VII. INDEMNITY AND LIABILITY

1. Most social media platforms require users to agree to terms of service that include such provisions as indemnification and defense. Most terms of services also state that a certain state's laws (sometimes not California law) apply to the terms of use, and that the state's courts will adjudicate disputes.

2. The terms of service represent a binding contract. Departments should assure that they have taken the steps necessary to bind the department to such an agreement.

3. Unless expressly provided, the Policies and Procedures in this section shall also apply to those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

VIII. CONTENT GUIDELINES

1. It is not the intent of these Policies and Procedures to restrict the First Amendment rights of members of the public, but to allow the County to manage content that is off-topic or that in any way violates these Policies and Procedures. Therefore, all content including comments and posts by any member of the public must be narrowly limited to the topic originally posted by the County. The Page Administrator shall review content that is deemed beyond the scope of the original topic or that in any way violates these Policies and Procedures and such content shall be removed as soon as possible

by the Page Administrator. In the event that content is inadvertently removed and that such removal was inconsistent with these Policies and Procedures, such content will be re-posted.

2. The County does not discriminate on the basis of expressed opinions, beliefs, or viewpoints, including religious and/or political opinions, beliefs, or viewpoints. However, only content that complies with these Policies and Procedures may be posted and/or permitted to remain on the County's social media platforms.

3. Content on any County social media platform containing any of the following shall not be allowed and shall be removed as soon as possible, by the Page Administrator:

- a. Comments not topically related to the particular subject or matter being commented upon, including hyperlinks to material that is not related to the discussion. For purposes of this section, "discussion" means the initial and original topic or matter posted by the County.
- b. Profane language or content.
- c. Potentially libelous comments.
- d. Personal attacks, insults, or threatening language.
- e. Content that promotes, fosters, or perpetuates discrimination on any basis forbidden by federal or California law or the County's Policy and Guidelines on Discrimination and Harassment, as may be amended from time to time.
- f. Sexual content, links to sexual content, or any violation of the County's Policy and Guidelines on Discrimination and Harassment, as may be amended from time to time.
- g. Hoaxes, chain letters, or advertisements.
- h. Solicitations of commerce, including commercial promotions and spam.
- i. Conduct or encouragement of illegal activity.
- j. Information that may compromise the safety or security of any person or any County facility.
- k. Content that violates a legal ownership interest of any other party (i.e., copyright, trademark, or other intellectual property of any third party).
- l. Sensitive, privileged, or confidential content, including but not limited to content concerning minors or clients of any County department, and private or personal information published without consent.
- m. Comments in support of, or in opposition to, any political candidate or their campaign.
- n. Content that is posted under an anonymous social media account, content that is discovered to have not been posted by the identified author, or content that is discovered to have been posted using a fake or robot social media account.
- o. Content that is posted on a County social media platform due to the County social media platform being compromised.

4. Unless expressly provided, the Policies and Procedures in this section shall also apply to those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

IX. DISCLAIMER GUIDELINES

1. The following disclaimers set forth in paragraphs “a” through “g” must be displayed on all County social media platforms by hyperlink to the County website.
 - a. “[Department name] is a department of the County of Madera. This social media platform is intended to serve as a mechanism for communication between the [department name] and the public on the listed topics and as a forum to further the department’s mission. This social media presence acts as a limited public forum and all comments must be limited to the initial and original topic or matter posted by the County.
 - b. No expectation of privacy exists with respect to any content posted on a County social media platform. Content posted on a County social media platform may constitute a public record and be subject to the California Public Records Act.
 - c. The County is neither responsible nor liable for any virus or other contamination of your technology system.
 - d. Social media postings are made in real time and may inadvertently contain errors or omissions. The County disclaims any and all responsibility and liability for any materials that the County deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.
 - e. This County social media platform may contain content, including but not limited to, advertisements or hyperlinks over which the County has no control. The County does not in any way endorse any hyperlink or advertisement placed on a County social media platform by vendors or other third parties.
 - f. The County will remove inappropriate content as soon as possible after such content is discovered. Inappropriate content, includes, but is not limited to, posts that include obscene language or sexual content, violate the legal ownership interest of another party, promote illegal activity and comprise solicitations of commerce, including commercial promotions and spam.
 - g. The County reserves the right to restrict or remove any content from County social media platforms that is contrary to any portion of these Policies and Procedures, in violation of copyright or trademark law, or other intellectual property of any third party, in violation of any other

applicable state or federal law or County policy, or that poses a threat to the County technology system or its security.

2. Any content removed based on the above disclaimer guidelines set forth in paragraph “a” through “g” must be retained in compliance with the archive and retention guidelines set forth in these Policies and Procedures.

3. If not removed by the County Administrative Officer, the Page Administrator shall notify the County Administrative Officer (or designee) of any content removed for not being in compliance with the guidelines set forth in these Policies and Procedures.

4. Unless expressly provided, the Policies and Procedures in this section shall also apply to those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

X. PROCEDURES FOR OFFICIAL USE OF SOCIAL MEDIA

1. Other than those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures, each department head (or designee) of a department that utilizes an official County social media platform shall:

- a. Understand that the assigned District Chief of Staff member of the County’s Public Information Team, assigned members of the County’s Office of Information Technology, and the County Administrative Officer, who are members of the County’s Public Information Team shall have full access to any County social media platform, including the authority to manage and/or monitor content posted on any County social media platform.
- b. Understand that the department head (or designee) is responsible for designating staff who are authorized and able to prepare and provide content to the assigned District Chief of Staff member of the County’s Public Information Team.
- c. Understand that not all content produced and presented by departmental staff to the assigned District Chief of Staff Member will be posted on an official County’s social media platform. The assigned District Chief of Staff Member and when necessary, the County Administrative Officer, has absolute discretion regarding a determination about whether content shall be posted on an official County’s social media platform consistent with these Policies and Procedures.

2. The following social media platforms have been approved by the County, and the applicable standards have been developed for their use:

- a. Twitter
- b. Facebook
- c. Instagram
- d. LinkedIn
- e. Other social media platforms may be approved by the County Administrative Officer, so long as appropriate usage standards are developed pursuant to the Policies and Procedures set forth herein.

3. No department, other than those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures, shall use a County social media platform other than those approved and referenced in paragraph 2 of this section of these Policies and Procedures without the development of appropriate usage standards, and the prior approval of County Counsel, County Administration, and the Chief Information Officer.

4. For all departments not authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures, content presented to the assigned District Chief of Staff member of the County's Public Information Team for possible posting must be accurate and pertinent to the department's operation, consistent with these Policies and Procedures, and only contain information that is freely available to the public and is not sensitive, privileged, or confidential as defined by any County policy or state or federal law. Content submitted to the assigned District Chief of Staff member of the County's Public Information Team for possible posting may not contain any personal or personnel information, except for the names of employees whose job duties include being available for contact by the public.

5. No social media profile or biography shall contain any information related to gender, sexual orientation, religious views, political beliefs, national origin, race, ethnicity, ancestry, relationship status, military and veteran status, age, any other protected category, and/or affiliation with any non-County-sponsored or County-endorsed or otherwise sponsored programs, services, meetings, events, and facilities. This section applies to all departments, including law enforcement departments and departments overseen by elected officials.

6. All department heads (or designee), including department heads overseeing law enforcement departments and elected officials, shall notify the Office of Information Technology in writing prior to, or immediately upon any administrative changes to the account.

7. All content of social media platforms owned by members of the County Board of Supervisors shall comply with the Brown Act. In compliance with the

Government Code section 54952.2, subdivision (b)(3), an individual Supervisor shall not directly respond to another Supervisor via a social media platform regarding any content that addresses County business. This includes comments or use of digital icons that express reactions to another Supervisor's content. Supervisors shall not use social media platforms to discuss agency business with other Supervisors. Supervisors are permitted to engage the public to answer questions, provide information to the public, or to solicit information from the public regarding agency business.

Other than those departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures, if a department presently does not use at least one of the social media platforms referenced in paragraph 2 of this section, and determines that it has a business need to use one or more of the above social media platforms, the department shall submit a request to the Chief Information Officer and/or the County Administrative Officer (or designee). The request shall specify what platform(s) the department wishes to use and describe the business need to use the particular platform(s) requested.

XI. INTERNAL DISPUTE PROCEDURES

Should a dispute arise as to the implementation of these Policies and Procedures, the following procedure should be followed:

- a. The dispute should first be brought to the attention of the assigned District Chief of Staff member of the Public Information Team.
- b. In the event a resolution to the dispute is not reached, the dispute should then be brought to the attention of the County Administrative Officer, who may consult with County Counsel in addressing the dispute.
- c. Nothing in these Policies and Procedures is intended to prevent any member of the Public Information Team from addressing collectively any dispute that arises as to the implementation of these Policies and Procedures with any other member of the Public Information Team.
- d. Nothing in this section of these Policies and Procedures is intended to apply to any member of the public and/or to create any dispute resolution procedure applicable to any member of the public.

XII. TWITTER STANDARDS

The following standards are specific to Twitter platforms and shall be followed in conjunction with the rest of these Policies and Procedures. Unless expressly provided, these Twitter standards shall apply to all departments that utilize the official County Twitter platform, including law enforcement departments and departments overseen by elected officials utilizing the official County Twitter platform. Twitter is a micro-blogging tool that allows account holders to communicate messages of up to 280 characters ("tweets") to followers. A Tweet may contain photos, videos, links and up to 280 characters of text.

A. Account Settings and Format

1. A department director or designee shall hold, monitor, and maintain that department's Twitter account. This requirement shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.
2. Each department shall have only one Twitter account, unless otherwise approved by the Chief Information Officer or County Administrative Officer with the exception of departments overseen by elected officials
3. Twitter accounts shall use an official County e-mail account and shall use a generic County/department address and not be individual user/name specific. No personal e-mail accounts shall be used in conjunction with any County operated Twitter account. These requirements shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.
4. Twitter user and account names shall begin with "Madera County" followed by the department name or an official branding name of the department (Example: "Madera County Probation" or "Madera County Recycle.")
5. A Twitter biography shall include:
 - a. a reference to "Madera County (Department Name)";
 - b. a hyperlink to the official County website where the disclaimer guidelines set forth above will be posted;
 - c. the location provided shall be "Madera County, California"; and
 - d. the official Madera County logo shall be used as the main image appearing on the County Twitter account page. Other than also including a department logo. No other logos may be used.
6. A County Twitter account shall hyperlink to the official Madera County website. This requirement shall not apply to departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

B. Account Administration

1. All Twitter account information, including all username(s), account name(s), and password(s) associated with the department's Twitter account, shall be registered with the Office of Information Technology.
2. In addition to governing the use of Twitter, these Policies and Procedures shall govern the use of the "following", "retweeting", and "liking" features of Twitter by any County department. Authorized County users shall use these and any other feature of Twitter in conjunction with these Policies and Procedures.
3. Tweets, retweets, and likes shall be relevant, timely and informative with the intention of assisting the County to fulfill its mission, disseminating immediate interesting or important information; promoting County-sponsored or County-endorsed or otherwise sponsored programs, services, meetings, events, and facilities; and referring followers to a news items or content hosted at the County's website or other County social media platforms.
4. County departments that use Twitter are encouraged to follow the Twitter accounts of other County departments.

XIII. INSTAGRAM STANDARDS

The following standards are specific to Instagram platforms and shall be followed in conjunction with the rest of these Policies and Procedures. Unless expressly provided, these Instagram standards shall apply to all departments that utilize the official County Instagram platform, including law enforcement departments and departments overseen by elected officials utilizing the official County Instagram platform. Instagram is an online photo-sharing, video-sharing, and social networking service. It enables its users to take pictures and videos, apply digital filters, and share on a variety of social networking services.

A. Account Settings and Format

1. A department director or designee shall hold, monitor, and maintain that department's Instagram account. This requirement shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.
2. Each department shall have only one Instagram account, unless otherwise approved by the Chief Information Officer or County Administrative Officer with the exception of departments overseen by elected officials.

3. Instagram accounts shall use an official County e-mail account and shall use a generic County/department address and not be individual user/name specific. No personal e-mail accounts shall be used in conjunction with any County operated Instagram account. These requirements shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.
4. Instagram account names shall begin with "Madera County" followed by the department name or an official branding name of the department (Example: "Madera County Probation" or "Madera County Recycle.")
5. The official Madera County logo shall be used as the profile picture appearing on any official County Instagram page, including Instagram pages of law enforcement departments and departments overseen by elected officials. Other than also including a department logo, no other logos may be used.
6. An Instagram profile biography section shall include:
 - a. a reference to "Madera County (Department Name)";
 - b. the official County mission statement (department mission statements may be permitted upon prior approval of the County Administrative Officer or his or her designee);
 - c. a hyperlink to the official County website where the disclaimer guidelines set forth above will be posted; and
 - d. a department's Instagram account shall set the "Posts are Private" setting on Instagram to "Off." This will allow anyone to view the department's Instagram profile and photos/videos on Instagram.

B. Account Administration

1. All Instagram account information, including all username(s), account name(s), and password(s) associated with the department's Instagram account, shall be registered with the Office of Information Technology.
2. County departments that use Instagram are encouraged to connect to other County social media platforms such as Twitter, Facebook, and LinkedIn.
3. A department's Instagram account shall allow tags in conjunction with these Policies and Procedures.

XIV. FACEBOOK STANDARDS

The following standards are specific to Facebook platforms and shall be followed in conjunction with the rest of these Policies and Procedures. Unless expressly provided, these Facebook standards shall apply to all departments that utilize the official County Facebook platform, including law enforcement departments and departments overseen by elected officials utilizing the official County Facebook platform. Facebook is an online social networking platform where people can create profiles, share and gather information, and respond to information posted by others.

A. Account Settings and Format

1. A department director or designee shall hold, monitor, and maintain that department's Facebook account. This requirement shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.
2. When a department submits a request to the Chief Information Officer and/or the County Administrative Officer for a Facebook account and the request is approved, the Office of Information Technology will work with the department to establish a Facebook account and to create a basic page for the department. Facebook accounts shall be set up as "pages" in Facebook, and not "groups."
3. The Office of Information Technology will provide departments with a Facebook page template for the purpose of consistent County branding.
4. Each department shall have only one Facebook account, unless otherwise approved by the Chief Information Officer or the County Administrative Officer with the exception of departments overseen by elected officials.
5. Facebook accounts shall use an official County e-mail account and shall use a generic County/department address and not be individual user/name specific. No personal email accounts shall be used in conjunction with any County operated Facebook account. These requirements shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.
6. Facebook account names shall begin with "Madera County" followed by the department name or an official branding name of the department (Example: "Madera County Probation" or "Madera County Recycle.")

7. A Facebook profile section shall include:
 - a. for “type” description, choose “government”;
 - b. the official Madera County logo shall be used as the main image appearing on a County Facebook account;
 - c. the official County mission statement (department mission statements may be permitted upon prior approval of the County Administrative Officer or his or her designee); and
 - d. a hyperlink to the official County website where the disclaimer guidelines, set forth above, will be posted.
8. A County Facebook account shall hyperlink to the official County Facebook account. This requirement shall not apply to departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.

B. Account Administration

1. All Facebook account information including all username(s), account name(s), and password(s), shall be registered with the Office of Information Technology.
2. No personal Facebook profiles should be used to administer County pages unless approved by the Chief Information Officer or the County Administrative Officer.
3. A department’s Facebook page shall allow tags in conjunction with these Policies and Procedures.
4. County department’s that use Facebook are encouraged to “like” other County Facebook pages.

XV. LINKEDIN STANDARDS

The following standards shall be specific to LinkedIn platforms and followed in conjunction with the rest of these Policies and Procedures. The LinkedIn social media platform shall only be utilized by County Administration, including the County’s Human Resources/Operations division. LinkedIn is a professional and networking site used by business and individuals within a wide variety of industries to exchange professional information, ideas, and opportunities.

A. Account Settings and Format

1. County Administration, including the County's Human Resources/Operations division shall hold, monitor, and maintain that department's LinkedIn account(s).
2. There shall be no more than two (2) LinkedIn accounts, unless otherwise approved by the Chief Information Officer or County Administrative Officer.
3. LinkedIn account names shall begin with "Madera County" followed by the department name or an official branding name of the department. (Example: "Madera County Probation" or "Madera County Recycle.")
4. LinkedIn accounts shall use an official County e-mail account and shall use a generic County/department address and not be individual user/name specific. No personal e-mail accounts shall be used in conjunction with any County LinkedIn account.
5. LinkedIn settings shall include:
 - a. industry Description shall be "Government Administration";
 - b. industry Type shall be "Government Agency";
 - c. headquarters shall include the Department's physical address;
 - d. "Company Size" shall be 1001-5000 employees;
 - e. the official Madera County logo shall be used as the main profile picture on a County LinkedIn account. Other than also including a department logo, no other logos may be used;
 - f. departments will include a County mission statement on the Department LinkedIn page. Department mission statements may be permitted upon prior approval of the County Administrative Officer or his or her designee;
 - g. a link to the County website (www.maderacounty.com) will be included on the department's LinkedIn page under "Website"; and
 - h. a hyperlink to the official County website where the disclaimer guidelines set forth above will be posted.

XVI. ARCHIVE

1. The County will utilize an automated archiving solution administered through the Office of Information Technology to retain social media public records in accordance with the County's relevant records retention schedule and so that content that appears on County social media platforms may be produced in response to a request under the California Public Records Act, if necessary.
2. Should the automated archiving solution not be available at any time, the Office of Information Technology will provide notification to all departments and the

department's director or designee will maintain an electronic record or printout of all content appearing or removed from any social media platform used by the department including the date, and the identity of any user of the social media platform.

3. The Office of Information Technology shall be notified of new County social media platforms and will add all County social media accounts to the archival tool for record retention purposes. Each individual authorized to administer one or more County social media platforms on behalf of the County will have "read only" access to search and produce relevant social media records to comply with requests for public records related to content on County social media platforms, as needed.

4. This section of these Policies and Procedures shall apply to all departments, including departments authorized to have independent social media platforms as referenced in Section IV, Paragraph 1 of these Policies and Procedures.