



County of Ottawa

SOCIAL MEDIA POLICY

I. POLICY

Social Media is defined as a group of Internet-based applications, which by nature support interactive communications and various forms of media including text, audio, and video. The purpose behind the use of Social Media is to improve service delivery, increase citizen participation, and to enhance transparency and accountability by increasing the information available to citizens and transform people from content consumers to content producers. While it seems like a natural progression for the County to connect with citizens through social media, policy and procedures are needed to encourage proper use and to mitigate the risks of social media tools.

The use of Social Media must be in compliance with the procedures established in this policy, and existing County Personnel and Information Technology Policies, namely the Employee Behavior, Discipline and Rules of Conduct Policy, the Internet Use Policy, the Acceptable Use Policy and the Use of Electronic Mail and Privacy Policy.

II. STATUTORY REFERENCES

M.C.L. 750.491 (Penal Code, Public Records)

III. COUNTY LEGISLATIVE OR HISTORICAL REFERENCES

Board of Commissioners Resolution Number and Policy Adoption Date:

Board of Commissioners Review Date and Resolution Number:

Name and Date of Last Committee Review:

-Technology Committee; August 10, 2010



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PROCEDURE

1. A Social Media Committee will be established by the County Administrator to be responsible for reviewing and making recommendations regarding the policies and procedures for social media.
2. The Social Media Committee will;
 - a. Review requests from departments for the use of a social media tool,
 - b. Keep a record of the social media tools currently in use,
 - c. Develop and require specific standards, depending on the social media tool, to maintain a consistent message and appearance for Ottawa County, not limited to; standard look and use of the County logo and emphasis on bringing citizens to miOttawa.org for information,
 - d. Develop and require evaluation criteria or the tracking of users of social media to measure the effectiveness of specific projects.
3. Requests by departments for the use of a social media tool will be made in writing to the Social Media Committee, consisting of the following elements;
 - a. Description of the nature and purpose of the request,
 - b. The social media tool proposed to be used,
 - c. The employees responsible for the creation and maintenance of the social media tool,
 - d. The proposed length of time the social media tool will be active,
 - e. How the social media tool will be evaluated for effectiveness.
4. While the Social Media Committee will periodically review the content of approved social media tools, it is the responsibility of the requesting department to ensure that all Social Media policies and procedures are being followed.
5. Employees assigned by a department to create and maintain social media tools are doing so solely on behalf of the County for County business purposes only. The messages posted or distributed on social media tools will represent the views of the County department and not the opinion of individual employees. While the IT-Acceptable Use Policy and IT-Internet Use Policy apply, the following guidelines related to ethical social media conduct are also provided;
 - a. Customer protection and respect are paramount,
 - b. Ottawa County will use every effort to keep interactions factual and accurate,
 - c. Ottawa County will strive for transparency and openness in interactions,



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- d. Ottawa County will correct information communicated that is later found to be in error,
 - e. Ottawa County will protect privacy and permissions.
6. The Social Media Committee will review and recommend that miOttawa.org develop a “Citizen Engagement” section that includes social media and other communication tools that are being used to enhance services and citizen communication.
 7. The Social Media Committee will review and recommend the development of applicable disclaimer statements and waivers that inform the public regarding the content on sites and guidelines for appropriate use and comments, including;
 - a. Acceptable Public Comment – Users and visitors to social media sites are notified that the intended purpose of the site is to serve as a mechanism for communication between County departments and members of the public. Ottawa County reserves the right to remove published content that does not comply with privacy policies and the moderation rules set forth below;
 - i. is abusive, obscene, indecent or offensive.
 - ii. is defamatory, harassing or hateful.
 - iii. that you do not have the necessary rights, licenses and consents to post.
 - iv. constitutes spam, unauthorized advertising or solicits.
 - v. contains long embedded URLs.
 - vi. invades anyone's privacy or impersonates anyone.
 - vii. is far off-topic.
 - viii. encourages conduct that may or would constitute a criminal offense or give rise to civil liability, or that otherwise violates any local, state, national or international law or regulation anywhere in the world.
 - ix. the comment appears to contain irrelevant or excessive links or appears to contain code.
 - b. Content posted to this site shall be retained for a limited time.
 - c. The County owns or has all necessary rights to the material that it posts to this site.
 - d. Each participant is responsible for his or her content. The County does not accept any liability for the content or accuracy of any material submitted by users and published by the County.
 - e. Participants agree to indemnify and hold harmless the County in full and permanently against any third party liabilities, claims, costs, expenses (including legal costs) loss or damage (including consequential loss) incurred by the County as a result of publishing any material you submit to us via this blog.



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- f. The County makes no representations or warranties of any kind, expressed or implied, including warranties of accuracy, in regards to any material published on this site.
- g. Any participant in the County website will acknowledge understanding and compliance with this Policy and the Procedures prior to participation in the County's interactive web site.

REVIEW PERIOD

The Social Media Committee will review these procedures at least once every two years and recommend changes to the County Administrator.