

COUNTY OF WASHINGTON Pennsylvania	Social Media Policy	PAGE: 1 OF 7
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PURPOSE/SCOPE

The purpose of this policy is to establish Washington County's general standards and responsibilities for the acceptable use of social media. This policy governs the use, administration, management, monitoring and retention of social media and social media content. This policy supplements the County's existing Information Confidentiality, Privacy and Security Standards, initially adopted on June 1, 2003 and the Electronic Media, Email and Internet Policy adopted July 1, 2006. The standards also apply to social media usage and all County employees are expected to follow both the standards and this policy.

APPLICATION

This policy applies to all uses of social media by County employees maintaining, using or providing oversight of social media tools. "Employees" include, but are not limited to, full-time and part-time employees, contractors, interns, and volunteers who access or contribute content. This policy also applies to members of the public who comment or otherwise interact with the County through its social media websites.

PROPRIETARY RIGHTS

All content created, received, transmitted, stored on, or deleted from County information systems is exclusively the property of the County or, to the extent provided by applicable law, of the person or entity that created or owns the copyright or trademark rights to that content.

DEFINITIONS

"Social media" means and includes Internet technologies that facilitate and promote interactive communications, participation, and collaboration, including, but not limited to, the web sites and applications Facebook, LinkedIn, and Twitter, and the interactive tools and functions they provide to users.

"Authorized social media user" or "authorized user" means and includes any County employee, contractor, consultant, vendor, and any other County employee responsible for the use, administration, management, monitoring, and/or retention of social media, social media tools or web sites, and/or social media content, in the name of or on behalf of the County or any County department/agency.

“Social media content” means and includes any materials, documents, photographs, graphics, and other information that is created, posted, distributed, or transmitted using social media Internet sites or social media tools.

STANDARDS FOR USE OF SOCIAL MEDIA:

All uses of social media on behalf of the County or any County department/agency, or in any manner that appears to represent the County or constitute communication by the County, must comply with the following standards.

Agencies and agency heads

1. No department may establish, use or terminate a social media identity, account, profile, page, or site (collectively, “social media accounts”) without the approval of the County’s Chief Information Officer or the Court Administrator.
2. Department heads shall designate one or more agency employees to be the authorized social media user(s) for the department. Only the department’s authorized social media user(s) shall be permitted to post social media content on the department’s social media accounts and may have access to the department’s social media accounts that permit such posting.
3. Department heads shall establish a procedure for approving, prior to posting, all social media content that is posted on the social media accounts, including the designation of one or more department managers (who may also be authorized social media users) to be responsible for the approvals.
4. No information or link (hyperlink) to any Internet site or other materials or communications may be posted, or approved for posting, on an social media account that is not directly related (as determined by the department head) to the mission, services, and business objectives of the department.
5. Department social media pages must clearly identify the pages as created and managed by the County; and identified as a department, office, commission, or agency of the County.

Employees

1. No County employee may establish any social media account in the name of or on behalf of the County or any County agency unless: (1) the County’s Chief Information Officer or Court Administrator and the department head have all approved the account; and (2) all information to be posted on the account is approved in accordance with this Policy. This requirement applies regardless of whether the account is established, accessed, or used by means of County information systems or by means of the employee’s or others’ information systems, and regardless of whether the account is established, accessed, or used from County or non-County premises.

2. Social media accounts established by the County or a County department are to be used for County and department business purposes only. Use for communications and postings that are not directly related to a County or agency business purpose is prohibited.
3. Employees must report unauthorized uses of County social media or County social media accounts to their supervisors or the head of their department.

Unacceptable Uses The County considers the activities and uses of social media listed below to be unacceptable. Employees are prohibited from engaging in any of them on a social media account established by the County or a County agency.

1. Using social media in a manner that does not comply with federal, state, and local laws and regulations, and with County and agency policies.
2. Using social media in a manner that:
 - a. Violates the copyright, trademark, or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests;
 - b. Includes ethnic slurs, profanity, personal insults; materials that is harassing, defamatory, fraudulent or discriminatory; or other content or communications that would not be acceptable in a County workplace under County or County agency policy or practice;
 - c. Violates the terms of contracts governing the use of any social media content, including but not limited to, software and other intellectual property licenses;
 - d. Engages in political, religious, commercial, or other communications on other personal topics that are not in furtherance of the County's business;
 - e. Display sexually explicit images, cartoons, jokes or messages, or other material in violation of the County's equal employment opportunity and anti-harassment policies;
 - f. Contains confidential or "for official use only" information or information that compromises the security of County networks or information systems. Such "for official use only" or confidential information includes, but is not limited to, information that is protected under the Health Insurance Portability and Accountability Act of 1996 (HIPPA) or other federal, state, or local laws and regulations (except as permitted under such laws and regulations), as well as social security numbers and other personally identifiable information;
 - g. Violates the terms of use governing the social media account.

This list is not exhaustive. Questions about particular uses of social media or particular social media content should be directed to the agency head or to the County's Chief Information Officer or the Court Administrator

Personal social media accounts This Policy is not intended to govern employees' establishment or use of personal social media accounts for personal purposes, outside the workplace and using non-County information systems. However, some personal uses of social media may reflect on the County or appear to represent County policy or to be on behalf of the County. In addition, accessing and using personal social media accounts by means of County information systems is subject to County policy. For these reason, County employees are expected to comply with all County and agency policies, as well as the following standards, when using personal social media accounts.

1. County employees have no reasonable expectation of privacy with respect to their personal use of social media or personal social media accounts accessed by means of County information systems, or with respect to personal social media content so accessed. Employees should not expect or assume privacy or confidentiality with respect to any such personal social media use or social media content. Further, County employees who use social media or access personal social media accounts for personal reasons while on County work time are subject to discipline for misuse of County time.
2. Postings and user profiles on personal social media accounts must not state or imply that the views, conclusions, statements or other social media content are an official policy, statement, position, or communication of the County.
3. Any user profile, biography, or posting on a personal social media account that identifies that person as a County employee must include a qualifying statement in substantially the following form: "The views I express on this site are my own and do not reflect any official view or position of the County of Washington."
4. County employees who use personal social media accounts outside the workplace and using non-County information systems to engage in conduct that constitutes severe or pervasive harassment of another County employee in violation of the County's anti-harassment and anti-discrimination policies shall be subject to discipline under those policies.

Interactive Communications; Notices to Site Visitors

1. A County or agency social media site or page may be a "limited public forum" under the First Amendment if visitors to the site are able to post comments or other communications. Where permitted by the operator of the site, the comments and similar functions should be disabled, unless the agency head and the County's Chief Information Officer determine that permitting or encouraging interactive communications with site users is necessary to carry out the business objectives of the County agency in creating the site.
2. If interactive communications (e.g. comments) are permitted, terms of use for visitors to the site must be posted prominently on the site, unless prohibited by the terms of use governing the social media account or prevented by the site. The terms must include:

- a. A clear description of the topics that the site is intended to address and that may be addressed in comments, with a statement that user postings will be removed if they are not directly related to those topics;
- b. Statements substantially similar to the following:
 - i. Communications posted by visitors on this site may not contain ethnic slurs or profanity; material that is harassing, defamatory, fraudulent, discriminatory or sexually explicit; or any material that infringes copyright, trademark or other intellectual property rights. Any such communications may be removed at any time without notice.
 - ii. This site is not owned, controlled, or operated by the County or the agency. Visitors to the site must comply with the terms of use and privacy policies of the site operator, and are subject to the site operator's practices regarding the collection and retention of passive information (e.g. cookies) and other information from and about visitors.
 - iii. Any advertisement appearing on the site are not controlled by the County or the agency and do not reflect endorsement by the County or agency.
 - iv. Opinions expressed by visitors to the site do not reflect an endorsement or opinion on the part of the County or agency.
 - v. All postings by visitors to the site may be retained by the County, in its discretion and as required by applicable law or County policy.
 - vi. All postings may be subject to Pennsylvania Right to Know Act, and other public records and disclosure laws, as well as discovery in litigation. This includes, but is not limited to, information made available through a user's privacy settings on their own social media and other Internet pages.
 - vii. Visitors to the site should have no expectation of privacy or confidentiality with respect to any content they post to the site, and the County and agency have no responsibility for maintaining any such privacy or confidentiality.
- c. The content of communications posted by site users may not be edited or otherwise modified; removal is the only action that may be taken, and then only for communications that violate the terms of the statements under section I subsection a and b above.

INFORMATION REQUIREMENTS

Department heads must submit to the County's Chief Information Officer and/or Court Administrator a list of all social media accounts maintained by the agency, including, at a minimum, the following information:

1. the name, hosting site and Internet address and date of inception for the account, and statement of the purpose and scope of the agency's use of the account;
2. all user names, passwords, and other log-in credentials for the account;
3. all authorized social media users for the agency that have access to and/or responsibility for the account; and
4. the administrative contacts and contact information for the account. The agency head must promptly notify the County's Chief Information Officer of any changes in any of the foregoing, and of any new agency social media accounts or pages and any termination of accounts or pages.

Department heads shall ensure that all agency-approved social media accounts and social media content are periodically reviewed for compliance with this Policy. Agency heads are responsible for all social media content created, received, transmitted, stored, deleted, destroyed, and/or printed in the name of or on behalf of the County or the agency.

RESPONSIBILITY:

Each County agency/department head shall be responsible for enforcing compliance with this policy.

Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment, in accordance with the disciplinary policies of the County, and the terms of any applicable collective bargaining agreement.

If a County contractor or third party user knowingly or negligently commits or permits a material violation of this policy, the County may terminate the contract in accordance with its terms, and/or terminate the contractor's or third party user's access to County information processing facilities, information systems, and information, in addition to any legal or remedial actions the County may take to enforce and protect its interest.

INTERPRETATION and CONTROL

The Human Resources Department is responsible for the overall interpretation and administration of this policy.

The Board of Commissioners is responsible for the ultimate authorization and control of this policy and will implement this policy following adoption.

ADOPTED this 16th day of June, 2016, per minute.
Ratified: Minute # 1018 Dated 6/16/16

COUNTY OF WASHINGTON

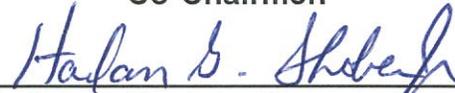


Larry Maggi, Commissioner



Diana Irey Vaughan, Commissioner

Co-Chairmen


Harlan G. Shober, Commissioner

ATTEST:

Approved as to Form and Legality:



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