



LARIMER COUNTY POLICIES AND PROCEDURES

BOARD OF COUNTY COMMISSIONERS POLICY #02142012P001

ADMINISTRATIVE POLICY AND PROCEDURE 100.18A

SUBJECT: LARIMER COUNTY SOCIAL MEDIA POLICY

DATE: February 14, 2012

EFFECTIVE PERIOD: Until Superseded

REVIEW SCHEDULE: Annual

CANCELLATION: None

ENCLOSURES:

1. Application form for a Larimer County Social Media Page(s)/Site by a Division/Department or Program; LCFITD-14 (10/10)

REFERENCES:

- A. Administrative Policy and Procedure 340.3; Web Content and Internet Usage
- B. Administrative Policy and Procedure 340.2; Electronic Mail
- C. Human Resources Policy and Procedure 331.8; Corrective and Adverse Actions, Grievance Procedure, and Problem Solving Process
- D. Human Resources Policy and Procedure 331.4, Section II, C; Discrimination Prevention
- E. Colorado Revised Statutes, Section 24-72-203; Public Records Open to Inspection
- F. Governing Policies Manual; 3.5.6 – Asset Protection
- G. Administrative Policy and Procedure 100.10; County Logo Guidelines
- H. Human Resources Policy and Procedure 331.4; Section XVIII; Ethical Standards, Gifts, Conflict of Interest, and Use of County Property

PURPOSE: Social media sites started as informal, unofficial avenues of communication. Today these ‘communication tools’ are widespread in their use. Larimer County, as do other public sector agencies, incorporates social media as an official part of our overall communications strategy.

Recognizing that social media resources can be an effective way to reach our citizens, it is in Larimer County’s best interest to utilize the social media resources available to us while maintaining the integrity of our identity (reference F) and reputation and presenting consistent, accurate, timely, and up-to-date information to citizens.

In utilizing the social media sources available to us, Larimer County will accurately portray our policies, services, and values. Accordingly, this Policy addresses how Larimer County Departments/Programs establish and utilize social media sites while remaining an ‘official’ County site and ensuring that information on those sites is accurate and timely.

SCOPE: Larimer County employees, agents, volunteers, and contractors are bound by all other applicable policies, procedures, laws, and regulations (reference E) pertaining to the creation and maintenance of official social media sites, tools, and all Internet-based capabilities (reference A). For this Social Media Policy, Internet-based capabilities include: Publicly accessible information capabilities and applications available across the Internet for social media, such as YouTube, Facebook, MySpace, and Twitter.

RESPONSIBILITY: As agreed to in the ‘application for social media site’ (enclosure 1) that any department/program may put forward to gain official Larimer County social media site rights. One person is listed on each application as the ‘E-Government Monitor’ for that department/program. This person is responsible for monitoring the site and is answerable for that site. The purpose of the application is aimed at accountability in conjunction with Larimer County government having a record of and being able to access County social media sites. It is the department/program’s responsibility to inform the Community Information Manager (CIM) or Web Administrator or designee of changes in the ‘E-Government Monitor’ responsibility.

SPECIFIC REQUIREMENTS: See Section II below.

REVISION LOCATOR: NEW POLICY AND PROCEDURE

POLICY AND PROCEDURE:

I. DEFINITIONS:

Categories of Social Media (not inclusive, just examples)

1. Communication: blogs, microblogs (Twitter), Social Networking (MySpace, Facebook, LinkedIn)
2. Multi Media: Photo, Video and Audio/Music Sharing (YouTube, flickr)

A. **Social Media** - Generally, social media is any site or online process designed to facilitate simple and streamlined communication between users. Social media sites differ from conventional communication media such as online newspapers and magazines in that they tend to be less structured and complex, and more relational, personal, and friendly in nature. They also can offer tools which allow for quick, unfiltered, and often spontaneous communication opportunities.

B. **Social Network** - for this Policy, “social network” or “social networking” refers to any interaction between a participant and any site deemed by Larimer County to be social

media, including, but not limited to: Facebook, GovLoop, LinkedIn, MySpace, Plaxo, Twitter, and YouTube. Interaction is not limited to accessing the website of such social media sites, but also sending to or receiving from such sites any emails, text messages, or any other electronic interaction (references A and B).

- C. **Official** - In terms of this Policy, 'official' refers to any site or process set up by the County, its employees, agents, or contractors, which serves to communicate sanctioned County information or engage citizens in discussion about topics, services, or processes under the auspices of Larimer County. 'Official' County social media sites are those who carry an official Larimer County logo because they have gone through the process and received permission as outlined in this Policy (reference G). **Official Larimer County social media page(s)/site(s)** represent Larimer County Divisions, Departments, Programs, or Events; and whose employees engage in active participation of these pages/sites.

II. SPECIFIC PROCEDURES:

- A. LOGO - Larimer County's logo is trademarked and copyrighted (reference G) and may only be used on a Social Media site after receiving permission from the Community Information Manager (CIM), located in the Board of County Commissioners' Office. The official County logo Policy allows a Department Name to be displayed below the logo.
- B. PERMISSION - Any Division, Department, or Program under the auspices of the Board of Larimer County Commissioners must receive clearance from the Community Information Manager (CIM) or Web Administrator or designee to set up a social media site for their Division, Department, or Program. This helps to ensure that information posted (reference A) on official County social media sites or tools meet all applicable codes, policies, procedures, laws, and regulations (reference E) pertaining to them, and that the structure of the official social media site or tool is consistent with the strategic goals of the County. In order to avoid losing access should a specific site administrator leave County employment, change jobs, etc., Larimer County's Web Administrator or designee will also be listed on each site as a back-up administrator. The Larimer County Web Administrator will assist departments/programs performing this task.

To set up a social media page/site, complete a 'Larimer County's Social Media Page(s)/Site' application form (enclosure 1); have the Appointing Authority sign and date the form; then submit form to the CIM and Web Administrator prior to the launch of any official site. This form is available at: (web link) and shall include:

- Which Division/Department/Program wishes to create a Larimer County page(s)/site?
- Username and password of page(s)/site administrator:

- Are resources available to monitor this site? Is there an E-Government Monitor assigned, and who is this person (as outlined in Policy Responsibility Section)? Explain:
 - Name of person who will work with Larimer County Web Administrator to follow prescribed design criteria in setting up page(s)/site:
- C. All social media sites must contain a link to the official Larimer County web site, www.larimer.org.
- D. DESIGN CRITERIA - Larimer County's Web Administrator will assist and/or review the social network site as requested by the agency/department for accessibility and usability purposes within the structure of the specific social networking site.
- E. GRANT OF ACCESS – Any official Larimer County social media site or tool may be accessed by the CIM, Web Administrator, designee or authorized party, if necessary, to communicate urgent information, or make corrections to inappropriate or inaccurate information, or in accordance with any policy, procedure, or law which requires such access (reference A).
- F. ADVERTISING – Only the third party advertisements posted by the site host, such as Facebook or Google, are allowed on Larimer County social media pages/sites.
- G. COMMENTS - If sufficient County resources are available to monitor and efficiently respond to comments made by users, comments may be enabled on an official social media site or tool. If not, the comment ability must be disabled. Whenever not prohibited by laws covering the freedom of speech, user comments, discussions, and forums may be moderated by County officials prior to public posting for appropriateness. If permitted by the social media site or tool, County officials must immediately remove any comment which violates any County, State, or Federal policy or law regarding discrimination, harassment, or violence (references C and D).
- H. PHOTOS, VIDEOS, AND OTHER MULTIMEDIA – may only be posted to an official Larimer County site in accordance with all applicable policies, procedures, laws, and regulations (reference E) pertaining to them and with permission by the copyright holder; or if the files are the property of Larimer County (reference F), then in accordance with site application process/procedure. 'Applicable policies' may be specific to a department or service. All departments and services are responsible for following their specific confidentiality policies.
- I. ALERTS AND EMERGENCY INFORMATION - **MUST** be approved by a Larimer County Information official or emergency coordinator before it may be disseminated on an official social media site. (examples: Dr. Adrienne LeBailly – Health; Erik Nilsson – Emergency Manager; County Manager; CIM; Web Administrator; Elected Officials)
- J. PERSONAL INFORMATION - Official social media sites shall not be used to send out or promote any information of a non County-approved nature. All information posted by

the County or its agents must be for the purpose of communicating County information or services.

- K. ETHICS - All use of Internet-based capabilities at Larimer County will comply with adopted Ethics Regulations as outlined in Human Resources Policy and Procedure 331.4, Section XVIII (reference H).

- L. DISCLAIMER – Each official Larimer County media site must include this disclaimer in an appropriate location: “Neither Larimer County nor any employee of Larimer County warrants the accuracy, reliability, or timeliness of any information published on this site/page and neither endorses any content, viewpoints, products, or services linked from this system. Any advertisements placed on this site/page are done so by the hosting network, and Larimer County does not endorse any product, service, content or view.”

Lew Gaiter III
Chair, Board of County Commissioners
(BCC Approval – Consent Agenda – 02/14/2012)

Distribution:
All County Department and Elected Officials
Records Management SOP Manual (original)
Larimer County Virtual Courthouse
Signed Original/BCC

DSL/vl