



SECTION: Risk Management

TOPIC: Social Media

DATE: May 2015

ADMINISTRATIVE PRACTICES MANUAL

SUBJECT: SOCIAL MEDIA

1. General Policy Statements

This policy provides guidance regarding the use of social media on behalf of the County, as well as guidance regarding employees' personal use of social media, when that personal communication relates to Dane County government. Dane County also recognizes that many Dane County employees participate in some form of online social media through the internet. Employees' online activities during work time are covered by the Administrative Practices Manual policy entitled, **PROPER USE OF COMPUTER EQUIPMENT, SOFTWARE, And CONNECTIVITY**. Dane County respects employees' right to communicate on personal time and using personal equipment via email, text messaging, personal websites, blogs, chat rooms and other digital communication so long as employees refrain from (a) purporting to be officially representing Dane County; (b) disclosing confidential information gained as a consequence of employment with Dane County and (c) otherwise violating the Employee Handbook and/or Civil Service Rules.

2. Guidelines for Dane County Employees' Personal Use of Social Media

- 2.1. Employees may not make social media posts on behalf of the Dane County unless specifically authorized. If you identify yourself as a Dane County employee, then you must make it clear that what you post is representative of your personal views and opinions and not necessarily the views and opinions of the Dane County. Dane County employees should not use their official County e-mail address in conjunction with a personal social media site, nor may they use the Dane County seal or Department logos.
- 2.2. Dane County Civil Service Rules require employees to use good judgment and to show respect for co-workers and the people we serve. If you're about to publish something that makes you uncomfortable and it is related to Dane County's business, please discuss the post with your manager. For example, while it is fine for co-workers to disagree, employees should not use their personal social media sites or accounts to air differences in an inappropriate or unprofessional manner. Dane County will investigate complaints regarding the use of social media on a case by case basis.
- 2.3. Certain Dane County employees (such as department heads, managers/supervisors, and staff who provide information to the public) have a higher obligation regarding the use of good judgment and showing respect for the people whom Dane County serves. Due to their positions, these employees should not only assume that Dane County staff and members of the general public may read what they post on social media, they should be careful not to publish personal thoughts in way that implies they are expressing official Dane County positions. Again, Dane County will investigate complaints regarding the use of social



SECTION: Risk Management

TOPIC: Social Media

DATE: May 2015

ADMINISTRATIVE PRACTICES MANUAL

media on a case by case basis, even when the complaints pertain to department heads, managers/supervisors, and staff who provide information to the public.

- 2.4. Social media blurs many of the traditional boundaries between internal and external communications. Dane County employees should be careful not to disclose Dane County confidential or proprietary information on social media (or elsewhere).

3. Guidelines for Department Heads re: Administration of Social Media

Each Department Head is responsible for authorization and administration of Departmental social media sites. Given that social media can provide a lot of information across multiple outlets to broad audiences, if a Department Head decides that social media is an appropriate way to communicate; then the Department Head may implement a more Department-specific policy and procedure. The following is a list of minimum requirements:

- 3.1. The Department Head should designate someone who will be responsible for administration of the Department's social media sites and accounts.
 - 3.1.1. The administrator should create and maintain a process for employees wishing to create a social media site or account for the benefit of the Department.
 - 3.1.2. The administrator should maintain a list of all the Department's social media application domain names.
 - 3.1.3. The administrator should create and maintain a process to review the content of Department social media applications.
 - 3.1.4. The administrator should use security best practices; for example, the administrator should maintain a list of County employees' user names and passwords for the Department social media sites and accounts.
 - 3.1.5. The administrator should ensure that the Department meets its responsibilities regarding collection and records retention including preservation of social media content.
 - 3.1.6. No employee may use a County social media site or account to engage in private business activities, personal commentary, or political activities.
- 3.2. The Department Head (or designee) should determine the target audience and the content of the social media site or account. For example, the Department Head (or designee) should determine:
 - 3.2.1. How the Department will maintain security of confidential information.
 - 3.2.2. How the Department will ensure communications does not involve posting of copyrighted content without the copyright holder's express permission.



SECTION: Risk Management

TOPIC: Social Media

DATE: May 2015

ADMINISTRATIVE PRACTICES MANUAL

3.2.3. How the Department will ensure its social media does not host inappropriate content; “inappropriate content” obviously includes ethnic slurs, personal insults, obscenity, and so forth, but also includes proper consideration of privacy, using Dane County social media for political purposes, and making unofficial posts, tweets or messages that the public will interpret as official messages.

3.2.4. How to educate users about specific social media threats and how to prevent unauthorized access to the social media site, that may:

- Use the Dane County site to spread malware;
- Encourage users to either click links or download unwanted applications that the attacker has added to the site;
- Acquire confidential information about employees or citizens; and/or
- Acquire sensitive security information / data about public safety plans, or security currently in place at public facilities.

3.3. The Department Head (or designee) should include a disclaimer that makes it clear that Dane County is not responsible for information posted by users to the site. The disclaimer should include contact information for requesting removal of objectionable content. An example of such a disclaimer is as follows:

This page is produced and maintained by Dane County. We expect participants will respect each other and we reserve the right to remove any inappropriate content and/or content we deem in violation of applicable law. This page is not open to the promotion or advertisement of a business or commercial transaction. Dane County does not endorse or support opinions or views expressed by users of this page and links to other Internet sites should not be construed as an endorsement of the views contained therein. Dane County does not guarantee that external websites comply with the ADA. Please contact (website) to request removal of infringing materials.