

## Charles County Government Standard Operating Policy and Procedure

<b>Title:</b>	Social Media Use	<b>SOP#:</b> CAD.1.024
<b>Division:</b>	County Administrator	<b>Effective Date:</b> 04/16/13
		<b>Revision Date:</b> 01/28/16
		<b>Page 1 of 9</b>
<b>Purpose:</b>	To define the approved uses of social media outlets by Charles County Government employees	
<b>References:</b>	Attachment A: Charles County Government Facebook Page Disclaimer Statement Attachment B: Charles County Government Twitter Account Disclaimer Statement Attachment C: Social Media Use Form	
<b>Policy:</b>	SOP# CC.1.005 Information Technology Use and Security Policy SOP #CAD.1.017 Media Requests Tracking Application Charles County Personnel Policy & Procedures Manual	
<b>Procedure:</b>	<p>1. <b><u>INTRODUCTION</u></b></p> <p>To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the Charles County Commissioners authorized the use of various social media formats to reach a broader audience. The Commissioners encourage the use of social media to further the goals and missions of Charles County Government. This SOP will be updated frequently to reflect new social media outlets as they are approved for use.</p> <p>2. <b><u>GENERAL GUIDELINES</u></b></p> <p>2.1 All official Charles County presences on social media sites or services are considered an extension of the county's information networks and are governed by the guidelines set forth in SOP #CC.1.005, Information Technology Use and Security Policy.</p> <p>2.2 All social media requests submitted through the Media Request Tracking System are subject to the guidelines set forth in SOP #CAD.1.017, Media Requests Tracking Application.</p> <p>2.3 The Public Information Office will advocate using social media to help Departments reach their stated goals by determining appropriate uses for social media, assisting with the selection of</p>	

appropriate social media outlets, and helping Departments define a strategy for engagement using social media.

- 2.4 Whenever possible, links should direct users back to the county's official website ([www.CharlesCountyMD.gov](http://www.CharlesCountyMD.gov)) for more information, forms, documents, or online services necessary to conduct business with or in Charles County.
- 2.5 Social media sites shall contain visible elements that identify them as an official Charles County site. All sites will display the official Charles County Seal as the profile image (or Department's branded image if it contains the Charles County Seal). Additional items that may be displayed in other sections of the site include: department/division brands, contact information, links to the county's website, and department/division Web page links.
- 2.6 Employees representing Charles County via social media outlets must conduct themselves at all times as representatives of Charles County. Employees that fail to conduct themselves in an appropriate manner are subject to disciplinary procedures outlined in the Charles County Government Personnel Policy & Procedures Manual.
- 2.7 The Public Information Office will monitor content on the county's social media sites to ensure adherence to the Social Media Use Policy for appropriate use, message, and branding consistent with the Social Media Use policy, the mission and vision of Charles County Government, and goals set forth by the Charles County Commissioners.
- 2.8 The Public Information Office will maintain a record of social media sites created for county use, including but not limited to:
  - A. Log file containing the name of the social media outlet and URL
  - B. Primary account ID, password, and registered e-mail address
  - C. Date established
  - D. List of authorized site administrators
- 2.9 The Public Information Office is responsible for ensuring departmental social media sites adhere to the requirements outlined in this Social Media Use policy, as well as maintaining a current and active presence on social media as defined in Section 12 of this policy.

**3. APPROVED SOCIAL MEDIA**

3.1 Social media networks approved for use by authorized Charles County Government employees are:

- A. Facebook
- B. Twitter
- C. YouTube
- D. Flickr
- E. LinkedIn

**4. DEFINITIONS**

4.1 Facebook is a free-access social networking website that users can join to connect and interact with other people or organizations.

4.2 Twitter is an online, social networking and micro-blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets."

4.3 YouTube is a video-sharing website that allows users to upload short videos for private or public viewing.

4.4 Flickr is an online photo management and sharing application that is used to make photos available to the public.

4.5 LinkedIn is a business-oriented social networking site that is mainly used for professional networking.

**S FACEBOOK**

5.1 Charles County Government maintains an organizational Facebook page branded with the Charles County Seal.

5.2 Charles County Government's Facebook account is used to share timely information and emergency notifications with citizens, including:

- A. Editing or removing content, or blocking users if posts are deemed inappropriate per the "Charles County Government Facebook Page Disclaimer Statement" (See Attachment A).
- B. Forwarding questions posted on the Charles County Government Facebook page to Departments for response.

5.3 The Public Information Office is solely responsible for sharing relevant content to the Charles County Government Facebook Page from other county and outside agency pages.

5.4 User-initiated wall posts are not allowed on the Charles County Government Facebook Page.

5.5 Each county government Department/Office, except for departments that maintain a separate page, will have a minimum of two staff persons designated as administrators for the Charles County Government Facebook page.

A. Departments with separate Facebook pages will designate and maintain a minimum of two administrators (primary and backup) for their respective Facebook page(s). The Department is responsible for providing the Public Information Office with the names of administrators, and updating this information as staff changes.

B. The County Administrator may approve requests by a Department to have more than two designated administrators, if necessary.

C. All Facebook page administrators must attend a mandatory social media workshop convened by the Public Information Office.

5.6 The following Departments (Divisions/Offices) are authorized to establish and maintain separate Department (Division/Office) Facebook Pages:

A. Department of Emergency Services

B. Department of Community Services' Recreation Division and Department of Public Works' Parks Division

C. White Plains Golf Course

D. Department of Economic Development

5.7 All Department Facebook pages will be branded with the Charles County Seal.

5.8 Department pages must list the Charles County Government's Facebook page as a featured page in the "Liked by this Page" area

on their respective Facebook pages.

5.9 Department pages must include the full text of the "Charles County Government Facebook Page Disclaimer Statement" (*See Attachment A*) on their Facebook pages.

5.10 User-initiated wall posts are not allowed on Department Facebook pages.

**6. TWITTER**

6.1 Charles County Government maintains an organizational Twitter profile branded with the county seal.

6.2 The Public Information Office will establish and designate a minimum of two Twitter administrators for the Charles County Government Twitter account.

6.3 Charles County Government's Twitter profile will be used for the purpose of sharing timely information and emergency notifications with citizens.

6.4 The following Departments (Divisions/Offices) are authorized to establish and maintain separate Twitter profiles:

A. Department of Economic Development

6.5 All department Twitter profiles will be branded with the Charles County seal.

6.6 Each Department Twitter account will establish and designate a minimum of two administrators for each other their respective accounts.

6.7 The County Administrator may approve requests by a Department to have more than two designated administrators, if necessary.

**7. YOUTUBE**

7.1 Charles County maintains an organizational YouTube channel branded with the CCGTV logo and the Charles County Seal.

7.2 Charles County is a registered user on YouTube, meaning Charles County Government may upload videos to the channel.

7.3 Charles County will use a single YouTube account-departments,

divisions, or individual staff members are not permitted to establish individual YouTube accounts/channels representing any part of Charles County Government.

7.4 CCGTV will be responsible for placing appropriate videos on the YouTube channel.

7.5 Requests to place videos on the Charles County Government YouTube channel should be submitted through the Media Request Tracking System located on ICG under county-wide applications.

7.6 CCGTV staff will review and approve all videos prior to posting. Videos will be reviewed for quality and consistency with overall Charles County Government messages, priorities, and goals.

## **8. FLICKR**

8.1 Charles County Government uses Flickr as its official online photo gallery, which is branded with the Charles County Seal.

8.2 Charles County is a registered user on Flickr, meaning Charles County Government may upload and organize photos.

8.3 Charles County will use a single Flickr account-departments, divisions, or individual staff members are not permitted to establish individual Flickr accounts representing any part of Charles County Government.

8.4 Requests to place photos on the Flickr online photo gallery should be submitted through the Media Request Tracking System located on ICG under county-wide applications.

8.5 The Media Team is responsible for posting photos to Flickr and ensuring photo quality prior to and consistency with overall Charles County Government messages, priorities, and goals.

## **9. LINKEDIN**

9.1 The Department of Economic Development is the only county government Department authorized to maintain a presence on LinkedIn and to utilize this social media outlet for networking and communication with the business community.

9.2 The Department of Economic Development's LinkedIn profile must

have the Charles County Seal.

9.3 The Department of Economic Development will establish administrators on LinkedIn, maintain the confidentiality of passwords and login information, and supply this information to the Public Information Office for inclusion on the master list.

9.4 The Department of Economic Development will be responsible for ensuring that information on the LinkedIn page is current and updated regularly.

## **10. ROLES AND RESPONSIBILITIES OF ADMINISTRATORS**

10.1 Social media administrators are required to adhere to the following protocols and procedures for social media accounts:

- A. Post content relevant to the target audience.
- B. Review posts for proper grammar and spelling, and quality and consistency with overall Charles County Government messages, priorities, and goals.
- C. Edit or remove content, or block users if posts are deemed inappropriate per the "Charles County Government Facebook Page Disclaimer" (See Attachment A).
- D. Share relevant Charles County Government posts to their department page/profile/account.
- E. Actively work to increase engagement.
- F. Monitor department page/profile for questions, and forward questions to the appropriate Department(s) for response and/or follow up.

## **11. SOCIAL MEDIA WORK GROUP**

11.1 The Social Media Work Group was established to evaluate the various types of social media platforms to determine if appropriate for county government use and how the county may utilize these tools to advance its mission and goals.

11.2 The Social Media Work Group is led by the Public Information Office, and comprises of at least one representative from each county Department and the Office of Tourism.

11.3 The role of the Social Media Work Group is to make recommendations to the County Administrator and County

Commissioners regarding Charles County Government social media activity, use, and engagement.

11.4 The Social Media Work Group meets quarterly, or as needed, to discuss relevant social media items and requests for new social media accounts.

11.5 The Social Media Work Group will work together with the Public Information Office to ensure that the county's use of social media is strategic and managed to maximize effectiveness and public engagement.

## **12. REQUEST PROCESS**

12.1 The Public Information Office and Social Media Work Group will work together to ensure that the county's use of social media is strategic and managed to maximize effectiveness and public engagement. Departments (Divisions/Offices) seeking approval to establish a presence on a new social media platform or page may submit a request for consideration through the following process:

- A. The Department (Division/ Office) completes a Social Media Use form (*Attachment C*) and submits to the Public Information Office.
- B. The Public Information Office reviews the request and provides a recommendation to the Social Media Work Group on whether to approve or deny the request.
- C. The Social Media Work Group accepts or denies the Public Information Office recommendation.
- D. The Social Media Work Group's recommendation is forwarded to the County Administrator for final approval.

12.2 Once a Social Media Use form (*Attachment C*) is received by the Public Information Office, the requesting Department (Division/Office) will be notified of the County Administrator's decision within 90 days of the date submitted.

## **13. EXCEPTIONS**

13.1 In an emergency situation, this Standard Operating Policy and Procedure is superseded by the Emergency Operations Plan. (During an emergency, social media posting and monitoring will be coordinated by the Public Information Office or its designees.)

	13.2 Any and all exceptions to this standard operating procedure must be approved in advance by the County Administrator.
Authorized:	 Date: 1 .. C.8'76

## ATTACHMENT A

### Charles County Government Facebook Page Disclaimer

This Facebook Page is a resource provided by Charles County Government. It is intended to provide information about the programs, services, and activities of Charles County Government and affiliate organizations. All comments, opinions, advice, statements or other information contained in any messages posted or transmitted by any third party are the responsibility of the author of that message and not of Charles County Government. Charles County Government will not be held responsible for the views of individuals connected or otherwise to the Charles County Government Facebook Page.

Please be advised that any content posted on the county's Facebook Page is subject to the Public Information Act, Annotated Code of Maryland, State Government Article, §10-611 *et seq.*

Charles County Government reserves the right to monitor and remove any content at any time for any reason at its sole, subjective discretion. Comments, discussion posts, wall posts, and any other user-posted content that is deemed inappropriate by Charles County Government will be removed from the Page. Advertisements posted for anything not sanctioned by Charles County Government will be deleted. Charles County Government expects that users will not post materials that fall into the following categories, and will remove postings that are:

1. Abusive, defamatory or obscene;
2. Fraudulent, deceptive or misleading;
3. In violation of any intellectual property right of another;
4. In violation of any law or regulation;
5. Otherwise offensive;
6. Not related to any posted topic;
7. In support of or opposition to political campaigns or ballot measures;
8. Promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
9. Sexual content or links to sexual content;
10. Solicitations of commerce;
11. Conduct or encouragement of illegal activity; and/or
12. Information which may tend to compromise the safety or security of the public or public systems.

If, in Charles County Government's judgment, an individual continually posts inappropriate material, Charles County Government may exercise its right to block that individual from posting content on the Charles County Government Facebook Page.

Any user that has an objection to a post may contact the Charles County Government Facebook Page administrator at [PressRoom@CharlesCountyMD.gov](mailto:PressRoom@CharlesCountyMD.gov). Please contact the Charles County Government Facebook Page administrator directly, instead of posting on the Page. Efforts will be made to respond to comments posted on the Page; however Charles County Government does not guarantee that every comment will receive a response.

Charles County Government is not responsible for and does not endorse the privacy practices of Facebook. Your use of Facebook is at your own risk. No attempt will be made to identify those who have "liked" the Charles County Government Facebook Page, except where authorized by law. Charles County Government will not knowingly reveal users details to any third parties. If you have any concerns or questions, please view the privacy statement on our website, [www.CharlesCountyMD.gov](http://www.CharlesCountyMD.gov)

## ATTACHMENT B

### Charles County Government Twitter Page Disclaimer

This Twitter Page is a resource provided by Charles County Government. It is intended to provide information about the programs, services, and activities of Charles County Government and affiliate organizations. All comments, opinions, advice, statements or other information contained in any messages posted or transmitted by any third party are the responsibility of the author of that message and not of Charles County Government. Charles County Government will not be held responsible for the views of individuals connected or otherwise to the Charles County Government Twitter Page.

Please be advised that any content posted on the county's Twitter Page is subject to the Public Information Act, Annotated Code of Maryland, State Government Article, §10-611 *et seq.*

Charles County Government reserves the right to monitor and remove any content at any time for any reason at its sole, subjective discretion. Tweets, retweets, advertisements for anything not sanctioned by Charles County Government, and any other user-posted content that is deemed inappropriate by Charles County Government will result in the user being blocked from posting content on the Charles County Government Twitter Page. Charles County Government expects that users will not post materials that fall into the following categories, and will remove postings that are:

1. Abusive, defamatory or obscene;
2. Fraudulent, deceptive or misleading;
3. In violation of any intellectual property right of another;
4. In violation of any law or regulation;
5. Otherwise offensive;
6. Not related to any posted topic;
7. In support of or opposition to political campaigns or ballot measures;
8. Promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
9. Sexual content or links to sexual content;
10. Solicitations of commerce;
11. Conduct or encouragement of illegal activity; and/or
12. Information which may tend to compromise the safety or security of the public or public systems.

If, in Charles County Government's judgment, an individual continually posts inappropriate material, Charles County Government may exercise its right to block that individual from posting on the Charles County Government Twitter Page.

Any user that has an objection to a tweet may contact the Charles County Government Twitter Page administrator at [PressRoom@CharlesCountyMD.gov](mailto:PressRoom@CharlesCountyMD.gov). Please contact the Charles County Government Twitter Page administrator directly, instead of tweeting on the Twitter account Page. Efforts will be made to respond to comments posted on the Twitter Page; however Charles County Government does not guarantee that every comment will receive a response.

Charles County Government is not responsible for and does not endorse the privacy practices of Twitter. Your use of Twitter is at your own risk. No attempt will be made to identify those who have "followed" the Charles County Government Twitter profile, except where authorized by law. Charles County Government will not knowingly reveal users details to any third parties. If you have any concerns or questions, please view the privacy statement on our website, [www.CharlesCountyMD.gov](http://www.CharlesCountyMD.gov).

ATTACHMENT C

## Social Media Use Form

This questionnaire will assist the Social Media Work Group in better understanding your department's needs, intents, and purpose for a social media outlet. Please complete sections one and two of this form, along with the additional sections, as applicable.

### Section 1: Contact Information

\_\_\_\_\_  
Date

\_\_\_\_\_  
Department (Division/Office)

\_\_\_\_\_  
Employee Form Submitted By

\_\_\_\_\_  
Social Media Outlet(s) Applying For

### Section 2: Social Media Use

What is your primary purpose for having a separate social media page (as opposed to posting on County's main page) and how does this fit into your overall communications plan for your department/office?

What types of information do you plan to post?

How do you plan to engage the public in dialogue and conversation using these tools?

How frequently will content be posted?

Name the administrators for the page. (Additional administrators must be approved by the County Administrator)

- I. Primary;

2. Secondary:

Will the site allow public commenting? If so, how will incoming inquiries be handled?

When you have completed this section, please then fill out the section(s) below, as applicable to the social media platform you are requesting.

### Section 3: Social Media Platforms

#### **A) Facebook**

If you are requesting a departmental Facebook page, please fill out the information within this section:

1. It is important to define your intended target audience(s) in order to develop and communicate messages that resonate with your audience and prompt them to take action.

Please describe your target audience:

2. Please provide two examples of posts you would publish.

Post 1:

Post 2:

#### **B) Twitter**

If you are requesting a departmental Twitter page, please fill out the information within this section:

1. It is important to define your intended target audience(s) to develop and communicate messages that resonate with your audience and prompt them to take action. Please describe your target audience:

2. Please provide two examples of tweets you would publish.

Tweet 1:

Tweet 2:

## C) YouTube

If you are requesting a departmental YouTube page, please fill out the information within this section:

1. It is important to define your intended target audience(s) to develop and communicate messages that resonate with your audience and prompt them to take action. Please describe your target audience:
2. Please provide two examples of videos you would publish.

Video 1:

Video 2:

## D) LinkedIn

If you are requesting a departmental LinkedIn page, please fill out the information within this section:

1. It is important to define your intended target audience(s) to develop and communicate messages that resonate with your audience and prompt them to take action. Please describe your target audience:
2. Please provide two examples of how you plan to reach the target audience.

Example 1:

Example 2:

## E) Instagram

If you are requesting a departmental Instagram page, please fill out the information within this section:

1. It is important to define your intended target audience(s) to develop and communicate messages that resonate with your audience and prompt them to take action. Please describe your target audience:
2. Please provide two examples of photos you would publish.

Example 1:

Example 2:

When you have completed this form, please attach the form and email to [PressRoom@CharlesCountyMD.gov](mailto:PressRoom@CharlesCountyMD.gov) with the subject line, "Departmental Social Media Platform Request."