



MARICOPA COUNTY INTERNAL POLICY

Policy Title: ACCEPTABLE USE OF SOCIAL MEDIA	Policy Number:	A1611
	Current Adoption Date:	07-24-2019
Approved by: COUNTY MANAGER	Current Implementation Date:	07-24-2019
	Board Agenda Number:	N/A
	Original Adoption Date:	02-04-2013

I. PURPOSE

Maricopa County supports the use of social media as a way to enhance public communication, collaboration, and information exchange. The use of social media is intended to further the strategic goals of the County, and promote County values. To ensure consistency, this policy establishes guidelines for official use of County-sponsored social media.

II. APPLICATION

This Policy applies to all Maricopa County appointed departments as well as the Flood Control District of Maricopa County, the Maricopa County Library District, and the Maricopa County Stadium District (Special Districts). The Board of Supervisors is authorized to jointly adopt policies applying to the Special Districts under the Intergovernmental Agreement, C-06-18-393-6-00, approved on April 11, 2018.

III. DEFINITIONS

- A. **Appointing Authority:** The single administrative or executive head of a department/Special District, or the designated representative authorized to act in this capacity.
- B. **Brand Standards:** Refers to the approved Brand Standards that govern use of the Maricopa County logo, nameplate, color scheme, and visual identity. The Office of Communications is responsible for Brand standards governance, implementation, and strategy. All County social media accounts shall comply with the approved Brand Standards available on the Office of Communications intranet site.
- C. **Department Social Media Manager:** A person designated by the Appointing Authority to administer and maintain department specific County social media. A delegate may be a County employee or a non-employee who provides services or products to the County subject to the Appointing Authorities' authorization.
- D. **Social Media:** Online technologies used to communicate, share information, and encourage public feedback. Social media uses many technologies and platforms. Not all platforms of social media may be appropriate for use by County departments.
- E. **Social Media Strategy Plan:** Departments are required to complete and submit a Social Media Strategy Plan to the Office of Communications, which outlines the department's use of social media, including target audiences, goals, and resources. The Office of Communications has final authority to approve social media accounts, close social media accounts, and edit or remove content from a department's social media account.

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IV. RESPONSIBILITIES

- A. Appointing Authority:** Applies the requirements of this policy within the respective department(s). Includes, but is not limited to, setting standards for measuring effectiveness of social media, and establishing reporting techniques and success metrics. The Appointing Authority is responsible for controlling access to social media accounts and maintaining security.
- B. County Office of Communications:** Oversees digital content (social media, website, and branding) governance, implementation, and strategy. The Office of Communication works directly with County departments and Special Districts to facilitate social media, website, and branding initiatives. The Office of Communications is the final authority to approve new social media accounts, close social media accounts, and edit or remove content from a department's social media. The Office of Communications maintains the list of all individuals authorized to use County social media accounts.
- C. Department Social Media Managers:** Each Appointing Authority shall designate at least two individuals as Department Social Media Managers and submit their names in writing to the Office of Communications. Changes in designation will also need to be provided to the Office of Communications.

Duties of Department Social Media Managers

1. Primary social media point of contact for the designated department, and accountable for the effective oversight, coordination, and management of information for assigned social media.
2. Control access and maintain security for the account (secure password maintenance and deactivate account access due to change in staffing); regulate access to pages for assigned social media editors.
3. Limit social media account access to those with a clear business purpose, including but not limited to, those authorized to post content on County social media accounts on behalf of the department.
4. Ensure Social Media Strategy Plan is submitted before any new accounts are established. Respond to all inquiries from the Office of Communications related to departmental requests for new social media accounts or current social media accounts.
5. Manage social media, such as adding content and responding to inquiries within 24 hours during normal business hours. Informing the Appointing Authority of concerns when appropriate.
6. Review account activity daily during normal business hours for exploitation or misuse.
7. Consolidate or delete social media accounts that are inactive or infrequently updated.
8. Monitor and measure social media, analyzing effectiveness and facilitating continuous improvement.
9. Ensure social media content (e.g., comments, posts, photos, and videos) is archived/maintained in compliance with Arizona State Library Archives and Public Records Law and applicable County policies.

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10. May delegate assigned social media editor functions as approved by the Appointing Authority.
11. Attend available training and/or meetings regarding County social media.
12. Work with the Office of Communications to employ best practices for social media use.

V. POLICY

A. General Policy Statements

1. All social media is considered an extension of the County's information networks and shall comply with all related County policies.
2. All use of social media shall comply with applicable Federal, State, and County laws, regulations, and policies. This includes adherence to copyright, records retention, open meeting laws, Arizona Public Records Law, privacy laws, design standards, IT policies, information security policies, and other relevant policies established by the County, and the norms of professional business communication.
3. All use of social media shall directly support the County and department's strategic goals.
4. Any individual with access to County social media accounts shall:
 - a. Not use a County social media account for personal use, to promote or reply to personal contacts, or to provide personal information or personal opinions.
 - b. Keep all communication on social media professional and follow established policies regarding workplace professionalism.
 - c. Not place any County technology at risk due to use of social media.
 - d. Individuals with access to County social media accounts do not have an expectation of privacy regarding their use of County social media.

B. County Social Media Account Information

1. Social media account access shall be limited to those with a clear business purpose, including but not limited to, those authorized to post content on County social media accounts on behalf of the department.
2. Social media accounts shall use an official Maricopa County email account, when possible.

C. Social Media Site Usage Standards:

1. County approved social media accounts shall:
 - a. Display approved branding (to include County logo or seal).
 - b. Contain a link to an official County website, when possible, for in-depth information, forms, documents, online services, and contact information.
 - c. Display an official County email account in the contact information.

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- d. Comply with accessibility requirements.
 - e. Contain a link to the Maricopa County Disclaimer Language and Comments Policy.
 - f. Messages should be strategically crafted and mindful of those using mobile devices.
 - g. Only pertain to County-sponsored or endorsed programs, services, meetings, events, and facilities.
 - h. Enhance the message of Maricopa County, while being professional and user friendly.
2. The County has full permission and rights to any content produced and posted by the County on any County social media account, including photographs and videos.
 - a. High-quality videos and photos shall be used and show the intended feature or subject clearly.
 - b. Videos and all art forms produced must comply with United States copyright laws.
 - c. The ability for members of the public to post photos and videos shall be turned off, and/or otherwise not permitted on any County social media account.
 3. A third party application must not be used unless it serves an appropriate and valid business purpose, adds to the user experience, and comes from a trusted source.
 - a. A third party application may be removed at any time if the County determines it is causing or potentially contributing to a security breach, the spread of viruses, or is otherwise deemed inappropriate.

D. Emergencies and Emerging Incidents

During emergencies or emerging incidents, all social media content and posting must be coordinated with the Office of Communications as part of its emergency support functions. Depending on the incident, the department Social Media Manager may be directed to point to specific social media accounts that will serve as the main source(s) of information. As incidents evolve over time, the County may need to change how social media assets are being used from strategic to tactical perspectives. Close coordination for all communications, including social media, is required.

E. Preservation of Social Media Records

1. When the County uses social media to conduct County business, it must preserve social media public records as it would any other public record. This includes preserving comments made by the public on official posts.
2. Comments deemed inappropriate can be hidden, but not deleted. Reference the Maricopa County Disclaimer Language and Comments Policy.
3. Archive/maintain social media content (e.g., comments, posts, photos, and videos) in compliance with Arizona State Library Archives and Public Records Law and applicable County policies.

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4. Requests for public records related to content on County social media accounts shall follow *A1606 Public Records Requests*.

Revision History

Version	Revision Date	Description of Revision
1	02-04-2013	Initial version. (Approved by County Manager)
2	07-24-2019	Streamlined policy content to remove extraneous information and added role of Department Social Media Manager.