

Effective: 05/07/2018

Date: 05/07/2018

Adopted: 05/07/2018

Revised: 05/07/2018

DEPARTMENT: Flathead County Information Technology (FCIT)

POLICY: Social Media Use Policy

PURPOSE

The purpose of this policy is to establish guidelines, procedures, and requirements for social media use on the Flathead County Computing and Information Network (FCCIN), and/or creating, and maintaining social media sites for Flathead County. Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create web content, organize content, edit or comment on content, combine content, and share content. Social media services use many technologies and forms, including but not limited to Facebook, Twitter, YouTube, Flickr, PhotoBucket, RSS and other web feeds, wikis or blogs. The County encourages and supports the use of social media to further the goals of Flathead County and the missions of its departments, where appropriate, keeping in mind that not all forms of social media may be appropriate for use by County departments. Approved Flathead County social media sites are Facebook, YouTube, and Twitter. Flathead County's principle website(s) will remain the primary internet presence.

SCOPE

This policy applies to all Flathead County employees, contractors, volunteers, consultants, vendors, boards, committees and agencies that request any use of social media on the Flathead County network. Flathead County departments owning social media sites prior to the implementation of this policy shall achieve full policy compliance within 180 days of the effective date of this policy.

STATEMENT OF POLICY

All Flathead County social media sites shall be approved by the requesting department head and be registered with the Flathead County Information Technology (FCIT) department. Requesting departments must fill out, sign and submit a "Registration for Social Media Site" form to the FCIT department. Most social media sites are blocked and are not available from within the County network. Access to these sites is only available through the wireless County Guest network where present, or through the Flathead County secure network with written approval by the requesting department head and the IT Director. Access to limited social media sites may be made available through the FCCIN network for investigative research. Social media use on the FCCIN network will require additional security training and other security related requirements deemed necessary by FCIT.

Social media sites shall be constructed and administered by the requesting department head or their authorized designee (Content Manager.) Management of content on a social media site shall be the responsibility of the department, board, committee, or agency authorized to manage a social media site. All content must be approved by the department head or their authorized designee. Use of personal social network accounts and user IDs for Flathead County social media sites is prohibited. Use of personal email accounts for Flathead County

social media sites is prohibited. It is the responsibility of requesting department head to ensure that unauthorized persons are not allowed to make changes to Flathead County social media sites. Comments and postings from the public shall not be allowed on Flathead County social media sites. Correspondence from the public can be accomplished through existing means including US Mail, telephone, email and web “contact us” forms.

Under Montana law, public records are subject to disclosure and include records in electronic form (§ 2-6-1001 through 2-6-1020, MCA). Therefore, communication to or from county personnel through Social Media is subject to disclosure pursuant to the Flathead County Public Information Request Policy adopted November 12, 2015 . Comments and postings by the public and Flathead County are also subject to the same records retention requirements as for any records for the given department. It is the responsibility of the Department Head to ensure that these records are maintained according to their department’s retention requirements. The department, board, agency, or committee maintaining a social media site is responsible for responding completely and accurately to any public records request for social media content. Content related to county business shall be maintained in an accessible format and produced in a timely manner in response to a request for public records and in compliance with law. Departments may not rely on third-party sites for document retention or public record request purposes unless they have negotiated a contract directly with these companies for these purposes.

A public record is subject to disclosure upon citizen request. See §2-6-1006, MCA. Since citizens using county government social media sites may be unaware of public record laws, a department using social media should post a statement on the social networking site indicating that communications on the site are presumed to be public records subject to disclosure to third parties.

The requesting department’s Department Head will ensure that the use of social media sites by their department complies with Terms of Service (TOS) or Terms of Use (TOU), as applicable.

Content posted shall direct users back to the Flathead County's principle website for in-depth information, forms, documents or online services necessary to conduct business with the County.

All County social media sites and content shall comply with all county policies, including the “Employee Conduct” policy found in the County Personnel and Policy manual. Anyone representing Flathead County via social media outlets shall conduct themselves at all times as a representative of Flathead County.