

**Yellow Medicine County Board of Commissioners
Policy Manual**

Policy Statement

TITLE

Social Media Policy

REFERENCE

NA

EFFECTIVE

7-12-2022

Policy

The Yellow Medicine County Social Media Policy governs the professional use of social media by county employees. Personal use of social media by county employees is governed by the Yellow Medicine County Employee Information Technology Acceptable Use Policy. Through the use of social media, Yellow Medicine County will provide timely and accurate communication on county services and news, thereby helping to advance the county's vision, mission and goals and inform and educate the public about programs, events and services.

Social media platforms will be used by the county to communicate county specific information with the public and will project Yellow Medicine County branding consistent with all countywide communications, i.e., using the county logo.

Yellow Medicine County may join established and recognized social media platforms as an additional communication channel to help promote its programs, events and services.

Guidelines

A. General

County use of social media must comply with the overall Yellow Medicine County Employee Information Technology Acceptable Use Policy for internet and electronic communications use.

The county's use of social media platforms must comply with applicable laws, regulations, and policies, as well as proper business etiquette. (Examples include but are not limited to: Data Practices, Health Insurance Privacy and Portability Act (HIPPA), and Open Meeting Laws)

- County social media platforms may not be used by any county employee or representative for the purpose of expressing personal views.
 - County employees must maintain professional communication and ensure all
-

content on social media is consistent with county values and professional standards.

- Account names should clearly reflect that the site is hosted by Yellow Medicine County. The content written will be a reflection of the county voice and not an individual employee.

B. Disclaimer

Social Media platforms will include a disclaimer that may include some or all of the following language (when applicable):

Yellow Medicine County maintains social media platforms to share information of public interest with our residents, businesses and visitors. As part of our effort to be a transparent and inclusive organization that is accountable to the public, we will use this site to disseminate information.

The county's social media platforms will be used primarily for the dissemination of county information. We request that you do not post comment(s) that include:

- *Profanity or hate speech*
- *Personal attacks of any kind*
- *Advertisements or solicitation*
- *Promotion of illegal activity*
- *Private or personal information that may be considered non-public under the Data Practices Act*
- *Comments that are clearly off topic in response to a particular post*
- *Comments in support or opposition to political campaigns or ballot measures*

Please note we reserve the right to hide or delete comments identified above.

Yellow Medicine County does not endorse any product, service, company or organization advertising on social media. The ads that appear on social media platforms are sold, posted and maintained by the individual corporations.

Responsibility

The Information Technology Department and Administration is responsible for:

- Identifying the information that Departments need to submit as part of a social media request.
 - Developing and updating guidelines surrounding county social media strategy and procedures.
 - Gathering and using analytical data from social media platforms to inform business direction and decisions that drive strategy.
 - Updating County Board of Commissioners annually on the data related to social media usage.
 - Establishing a list of acceptable social media platforms that may be used.
 - Approving, denying or modifying a new social media platform request or pilot project.
-

- Recommending when a social media platform or pilot should be created, modified or removed.

Departments are responsible for:

- Creating timely and accurate information or content on social media thereby helping to advance the county's vision, mission and goals and inform and educate the public about programs, events and services.
- Reviewing social media content for department/program accuracy
- Submitting request(s) to the Information Technology or Administration to create, modify or remove a social media platform or pilot presence.

Procedures

Retention

Information on social media platforms should be retained per the adopted retention schedules. The county will not typically use social media to document its "official activities." If, however, a social media site is used for official activities, such as gathering public comment during an official comment period, the Official Records Act would require that the records be preserved in a permanent form and protected from deterioration, loss or mutilation.