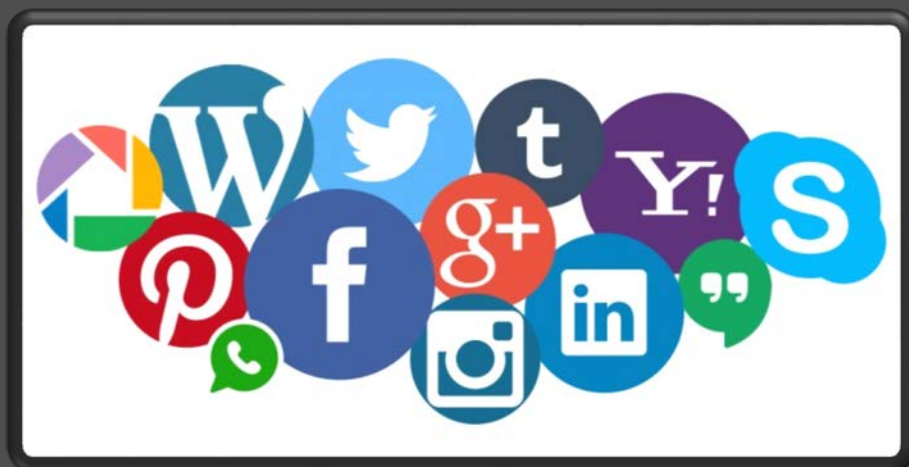


SOCIAL MEDIA POLICY FOR TIPPECANOE COUNTY GOVERNMENT



INTERNAL POLICY

Purpose

This document defines the social networking and social media policy for Tippecanoe County Government. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Tippecanoe County Government departments may consider using social media tools to reach a broader audience. Tippecanoe County Government encourages the use of social media to further the goals of Tippecanoe County Government and the missions of its departments, where appropriate.

Tippecanoe County Government has an overriding interest and expectation in deciding what is “spoken” on its behalf on social media sites or platforms. This policy establishes guidelines for the use of social media.

Acceptable Use

Personal Use

All Tippecanoe County Government employees may have personal social media sites. These sites should remain personal in nature and be used to share personal opinions or non-work-related information. Following this principle helps ensure a distinction between sharing personal and Tippecanoe County Government views.

Tippecanoe County Government employees must never use their Tippecanoe County Government e-mail account or password in conjunction with a personal social media account.

The following guidance is for Tippecanoe County Government employees who decide to have a personal social media site or who decide to comment on posts about official Tippecanoe County Government business:

- State your name and, if relevant, role, when discussing Tippecanoe County Government business;
- Use a disclaimer such as: “The postings on this site are my own and don’t reflect or represent the opinions of Tippecanoe County Government for which I work.”

Professional Use

All official Tippecanoe County Government-related communication through social media should remain professional in nature and should always be conducted in accordance with Tippecanoe County Government’s communications policy, practices and expectations. Employees must not use official Tippecanoe County Government social media sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Tippecanoe County Government employees should be mindful that inappropriate usage of official Tippecanoe County Government social media sites can be grounds for disciplinary action. If social media sites are used for official Tippecanoe County Government business, all content, regardless of any personal views, is subject to best practices guidelines, and standards.

Only individuals authorized by Tippecanoe County Government may publish content to a Tippecanoe County Government web site or social media platform.

Whether for personal or professional use, Tippecanoe County employees shall also adhere to Tippecanoe County's Personnel Policy Manual.

Posting Guidelines

Content managers must (as often as possible) respond to posts/direct messages within the same day, or as soon as possible. Whether or not the answer is known, an update should be provided stating when a response will be received, expressing the option for a more private means of communication (asking posters to send their e-mail via direct message or state that the content manager will direct message them). Responses not relevant or appropriate for the larger audience should also be responded to through private message.

Under no circumstances should content managers provide personal information such as their:

- Personal (non-county) addresses
- Personal (non-county) phone numbers or email addresses
- Personal information (SSN, health info, familiar relations) or personal schedule details
- Unapproved personal content (photos and videos)

Approval and Registration

All Tippecanoe County Government social media sites shall be (1) approved by the Tippecanoe County Social Media Manager; (2) published using only approved social media sites; and (3) administered by the Tippecanoe County Social Media Content Manager(s).

Oversight and Enforcement

Employees representing Tippecanoe County Government through social media or participating in social media features on Tippecanoe County Government websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in Tippecanoe County Government social media sites, blogs, or other social media features.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and should avoid jargon, obscure terminology, or acronyms.

Tippecanoe County Government employees should recognize that the content and messages they post on social media sites are public and are likely to be perceived as official Tippecanoe County Government statements.

Tippecanoe County Government employees shall follow the same Terms of Use as external users (See External Policy for content that may be subject to removal and/or may be subject to disciplinary action).

Social media may not be used to circumvent other Tippecanoe County Government communication policies, including statutory requirements for public notice.

Records Retention

Social media sites contain communications sent to or received by Tippecanoe County Government and its employees, and such communications are therefore public records subject to Indiana Code 5-14-3 (Access to Public Records). These retention requirements apply regardless of the form of the record (*for example, digital text, photos, audio, and video*). The County shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Furthermore, retention of social media records shall fulfill the following requirements:

- Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking site.
- Social media records are maintained in an authentic format (*i.e. ideally the native technical format provided by the social network, such as XML or JSON*) along with complete metadata.
- Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- Each employee who administers one or more social media sites on behalf of Tippecanoe County Government has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.

Tippecanoe County Government utilizes an automated archiving solution provided by a third-party vendor to comply with applicable public records law and fulfill the above record retention requirements. Tippecanoe County Government archive and public records request are available at: <https://www.tippecanoe.in.gov/prr>

EXTERNAL POLICY

The following guidelines must be displayed to users on all social media sites or made available by hyperlink.

Moderation of Third Party Content – Terms of Use

Tippecanoe County Government social media serves as a limited public forum and all content published is subject to monitoring. Tippecanoe County Government will not engage in viewpoint discrimination with respect to any content, but reserves the right to remove content that falls into the following prohibited categories:

- not related to the original topic, including random or unintelligible comments
- promoting, soliciting or advertising commercial services, entities, or products
- supporting or opposing political candidates or ballot propositions

- content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation, gender identity or gender expression
- name calling, insults, personal attacks or content that threatens to defame any person or organization
- infringements on copyrights or trademarks
- illegal activity or encouragement of illegal activity
- information that may compromise the safety or security of the public or public systems
- content that violates a legal ownership interest of any other party
- conduct in violation of any federal, state or local law
- anonymous postings

Public Records Law

Tippecanoe County Government social media sites are subject to applicable public records laws. Any content maintained in a social media site or platform related to Tippecanoe County Government business, including communication posted by Tippecanoe County Government and communication received from citizens, is a public record. Requests for public records related to Tippecanoe County Government social media shall be governed by IC 5-14-3 and Tippecanoe County's Public Records Policy.

Questions

If there are questions concerning this policy or the operation of the County's sites, please contact the Social Media Content Manager at [765.423.9215](tel:765.423.9215).