Social Media Playbook

Office of Communications & Media Supplemental Guide to the Contra Costa County Social Media Policy

April 2023

Contents

Introduction

1. Why use this playbook?

   a. Engage and interact effectively by:

      i. Leveraging best social media practices

      ii. Linking online engagement targeted objectives to specific goals

      iii. Accessing supplemental applications to quantify, monitor, and expand efforts toward reaching goals

2. Who should use this playbook?

   a. Administrators/users who are new to social media engagement

   b. Employees designated by a department or division to establish and/or maintain a social media account on the County's behalf

   c. Administrators/users who are already engaged in social media and want to elevate their participation

Participation Guide

1. Add value to your department
   a. Further department mission
   b. Strengthen sense of community
   c. Increase transparency – encourage civic engagement
   d. Solve a problem
   e. Enhance public knowledge of services

2. Consider your content
   a. Informal vs. official government communications
   b. Proper grammar, minimize jargon and acronyms
   c. Verify the facts before publishing

Participation Guide

3. Provide proper representation

    a. Only speak on behalf of the department when your commentary is based on written standards, policies and practices or you have received prior permission

    b. Identify yourself as a representative, when necessary

4. Share links and sources

    a. Direct users back to the primary source (website) for in-depth information, forms and documents/services designed to facilitate business within the department

    b. When you reference a law, regulation, policy, provide a link or at minimum the citation

    c. Whether citing a source with a link in a post, retweeting or giving a "shoutout," credit and thank the original creator

Participation Guide

5. Protect confidential information

   a. Ask permission from a supervisor to publish or report on conversations that occur within your department

   b. Never post information about policies or plans that haven't been finalized unless you receive permission from a supervisor

   c. Do not identify a partner or supplier by name or provide information that might be proprietary in nature without their knowledge and/or permission

6. Respect your audience and coworkers

   a. Respect the privacy of others and carefully consider the discussion of any topics that might be objectionable or inflammatory

   b. Do not use your department's social media presence to communicate among fellow employees

Participation Guide

7. Respond to your mistakes
   a. Correct errors or inaccurate information as soon as possible, in accordance with the Administrative Bulletin
   b. Once you post, it stays posted
   c. Spelling and grammar fixes OK to change – anything beyond that, make it clear you're correcting and apologize for the error
      i. Strike through the error and correct or create a new post and link to it from the original

8. Exercise discipline
   a. Online activities should not interfere with your job or responsibility to the public and your coworkers

9. Handle inquiries and negative comments promptly
   a. Do not remove comments without approval from County Counsel
   b. Seek advice from the Office of Communications and Media and/or supervisor

Networks and Standards

Technology: Definition	Network	Opportunity/Potential in Gov't
Social Networking Sites: Users can add friends, send messages and build their own profile.	Facebook*	Build/join communities. Potential of viral message spread and friend to friend content sharing. Recruitment. Event announcements.
Social Networking Sites (Business Professionals): Users can find others in similar professions, send messages and build their own profile.	LinkedIn^	Recruitment. Encouraging employees to maintain complete profiles may strengthen an organization's reputation.
Microblogging: Form of blogging which allows brief (e.g., 140 characters) text updates.	Twitter*	Broadcast messages: emergencies, news, announcements, real time reporting, recruiting. The media follows Twitter feeds of newsmakers.
Blogs: Journal or diary with social collaboration (comments)		Government information to new audiences. Puts human face on government using informal tone. Opens public conversations. Surface issues and solve them.
Video, Image & Multimedia Sharing: Community members can share and comment on media stored in video and image libraries.	YouTube* Instagram ^	Public outreach, education, training, other communication for "connected" and on-line audiences. How To videos, visuals & audios to improve service and achieve mission.

*= preferred social media application in its technology category
^= Pre-approved for use by department

Usage Standards

Follow these standards for consistency – we will update as needed:

1. Display being the "official account"

2. Display official county/department logo or program graphic

3. Link to an official county website

4. Display an official department email account

5. Review site activity daily for misuse

6. No profile information such as gender, age, religion, political views, relationship status, job/career, interests, etc.

Usage Standards: Facebook

Trained on advanced topics such as appropriate set-up, insights, monitoring, likes, etc.

Standard Item	Standard Setting
Type of Page	Set-up as "Pages" which do not allow "Friends" to be added but only "Likes"
Information	Display Department mission or program overview that informs the topic and intent of the site
Apps	Only use Facebook provided, or County authorized, applications

FB Facts & Stats
✓Founded in 2004
✓2.9 billion active users worldwide

Resources:
• **Download the Facebook Government Guide**
• **www.facebook.com/FacebookPages**

Usage Standards: Facebook

1. Basics
   - a. Likes are better than views
   - b. Comments are better than likes
   - c. Shares

2. Pictures
   - a. Landscapes
   - b. Faces

3. Posts
   - a. Simple
   - b. Value
   - c. Plan

Usage Standards: Twitter

Trained on advanced topics such as appropriate set-up, monitoring, buttons, follows, hashtags, etc.

Standard Item	Standard Setting
Type of Page	Relevant, timely and informative with the intention of assisting the department to fulfill its mission.
Information	Use discretion on whom to follow. As a general rule, only follow entities that contribute to Contra Costa County's business value.
Apps	Setup to receive an email when direct texts are sent to the Twitter account and where information can be retained.

Facts & Stats
- ✓ Launched in 2006
- ✓ 1.3 billion accounts created
- ✓ 500 million tweets sent/day
- ✓ 330 million monthly active users

Resource:
- Visit Hootsuite– Twitter Marketing

Usage Standards: Twitter

Central diagram: **Twitter** with connected circles:
- Use as a "pointer"
- Marketing tool
- Instant and live
- Humor & fun facts
- Share info
- Brief announcements

Usage Standards: NextDoor

Trained on advanced topics such as appropriate set-up, monitoring, etc.

Standard Item	Standard Setting
Type of Page	Relevant, timely and informative with the intention of assisting the county to fulfill its mission.
Information	Use discretion on whom to follow. As a general rule, only follow entities that contribute to Contra Costa County's business value.
Apps	Setup to receive an email when direct texts are sent to the NextDoor account and where information can be retained.

Facts & Stats
- ✓ Launched in 2008
- ✓ 69 million members across 290,000 active neighborhoods across 11 countries

Resource:
- Visit Hootsuite– How-To Guide

Accessibility Guidelines

Increase the accessibility of your social media efforts in the following ways:

1. Provide captions for your videos

2. Title your photographs descriptively and usefully

3. Avoid acronyms

4. Make all information provided on social media accessible in formats elsewhere (website)

Records Management & Resources

1. California Public Records Act requires government agencies preserve public records regardless of physical form

   a. Follow your department's records retention policy and ask County Counsel if you have questions.

Public Interaction – What to Monitor

• Electioneering for or against candidates or issues, unless such promotion or opposition is inherently related to discussion of an item posted by the County

• Information affiliated with political campaigns

• Confidential information

• Content that is unrelated to the post or work done by the County

• Threats against any person or organization

• Highly repetitive posts that amount to harassment

• Obscenity, profanity, and vulgar language

• Promotion of discrimination

• Indication or encouragement of illegal activity

• Advocacy of violence

• Spam or links to unrelated sites

• Promotions of services, products or political candidates or organizations

• Infringement of copyrights, trademarks, or other intellectual property

• Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations

• Personal or sensitive information (social security numbers, credit card numbers, medical information, account numbers, banking information, phone numbers, email addresses, postal addresses, and similar materials).

Network Attack Protocol

If you suspect security of an account has been compromised

    a. Change login and password information immediately

    b. Work with Office of Communications and Media to develop communication strategy/response

    c. Acknowledge social media breach to followers

    d. Look for signs of damage, make necessary corrections

    e. Contact your supervisor and report to the social media company

Social Media Matrix

Office of Communications and Media working to build a foundational matrix of Countywide social media presence

a. PIOs to verify accuracy once audit is complete

	Facebook	Twitter	Instagram	YouTube	LinkedIn	Snapchat	TikTok	Nextdoor
Who uses?	7 in 10 US adults use, teens use less and more passively.	Most popular among tech, marketing, entertainment and politically focused people.	Millennials though developing mainstream audience since FB acquisition.	Everyone though especially popular with millennial generation.	Professional from all industry.	Teens & millennials. Growing among adults.	18–24-year-olds and 13–17-year-olds.	Adults in specific communities.
Content	Strong visuals and videos, live content, Groups, Business pages.	280-character limit, text based, image and video content, GIFs, Live.	Strong visuals (image and video/Reels) w/artistic aesthetic, live and ephemeral.	How to videos, vlogs, education, science, non-profit. Live.	Thought leadership, professional link sharing, image sharing. Research.	Fun, ephemeral, behind the scenes, geofilters.	Funny videos, challenges, games.	Neighborhood hub for exchange of information, goods and services.