

Internal Operations Committee – Social Media Policy & Best Practices

Office of Communications & Media
July 11, 2023





Consistency

1. Coordinate a common set of procedures for departmental use of social media
 - a. Guidance on information to post
 - b. Usage during emergencies
 - c. Records retention





Background & Timeline

1. June 2014 – Board of Supervisors approves County’s first social media policy
2. Due to staffing and resource limitations, implementation of the policy was deferred to 2016.
3. February 2023 -- Office of Communications & Media collaborates with Public Information Officers throughout the County to review and update
 - a. Staff turnover
 - b. Review to ensure aligns with ever-changing landscape of social media and to determine whether current messaging and strategy was effective



Proposed Changes

- Adding definitions
- Defining a process for posting
- Developing best practices for safety and security
- Offering clear guidance for:
 - Mistakes
 - Checking with County Counsel before removing offensive content and applying consistently
 - Branding
 - Page management
 - Comment policy
- New resource – supplemental guide of best practices



Recommendation

- Accept the proposed changes and format the policy as an Administrative Bulletin and make available to all employees.
- Instruct staff to create a training module and intranet site with guidelines for use and other resources by December 1, 2023, allowing this policy to go into full effect before the end of the year.

Questions

