

PURPOSE

Technology has become an everyday part of the workplace. Computers and the internet are now standard workplace tools. In a very short span of time, social media has evolved from a technological fad to a potentially long-term, effective communication option. To address the fast-changing landscape and increased use of the Internet and the ways county resident's communicate and obtain information online, Klamath County encourages the use of Klamath County sponsored social media technologies to enhance communication, collaboration, and information exchange in support of the County's mission. The use of social media technology follows the same standards of professional practice and conduct associated with all Klamath County operations.

Nothing in this policy is intended to prevent a Klamath County employee or agent from exercising the right to express a personal opinion on a matter of public concern, or the right to engage in protected union or free speech activity on personal social media sites.

SCOPE

This policy applies to all Klamath County Departments/ Employees. Where any section, subsection, sentence, clause or phrase of this procedure is found inconsistent with property negotiated and ratified working agreements concluded through collective bargaining between Klamath County and duly certified or recognized representatives, or with State or Federal law affecting the use of social media, the terms of such agreements or laws shall prevail. Individual departments may have more restrictive policies where business necessity requires. Employees in those departments are expected to be familiar with those policies. Also, keeping in accordance with the Klamath County Human Resources Policy and Procedure Manual.

POLICY

Klamath County encourages the appropriate use of authorized social media as an effective outreach tool to further the mission, vision and guiding principles of the County.

DEFINITIONS

"Social media" is a term that encompasses various mediums that integrate technology, social interaction, and content creation. Digital platforms that allow users to create and share information, ideas or questions with other users or audiences. Forms of communication include user-created text, audio, video or other content published in a shared online environment, such as over the Internet or through mobile telephone networks. Social media includes but is not limited to blogs, Facebook, Twitter, YouTube, and other similar accounts.

"Post" is any content that is generated or shared on social media, which includes but are not limited to, user-created text, audio, messages, links, images, videos, etc.

"Landing page" is a webpage that a user is directed to from a social media post.

COUNTY SOCIAL MEDIA SITES

Klamath County has elected to allow departments to have a social media presence where needed for business purposes. In addition to the Department Head and a designated person in the department, the Information Technology (IT) Director and the Board of County Commissioners (BOCC) staff must have access to all social media used on behalf of the County.

Password and login information for County social media profiles and pages must be retained by the Information Technology Director.

Limited number of people having the ability to maintain the social media site will ensure the following:

1. Personal and professional communications are separated.
2. The County can retain public conversations from the County owned social media profile and control the information.
3. The County can access the site when an employee is out on leave, temporarily away from the office or leaves employment.
4. The County can determine if the site is legitimately the County's and not a rogue site generated from a private email address.
5. The County is respecting copyright, fair use, and financial disclosure laws. That sensitive information, such as personally identifiable information, is not disclosed.

IMPLEMENTATION PROCESS

To initiate the creation of a County departmental social media site, the page must first be approved by the BOCC in an Administrative Meeting. Once the page has been approved by the BOCC, IT needs to be notified to create a new social media page to the social archiving platform. Any charges associated with the setup of the social archiving platform or monthly upkeep will be invoiced quarterly to the department by IT.

When posting items to any County social media platform(s), all items will need to first be posted to the department's County web page and then can be posted to respective social media site. This ensures there is continuity of information to the public, between the webpages and social media. IT can assist you with setting up an automatic feed between the County department's website and your social media page. If you have multiple social media outlets, then the same information should be posted across all platforms. IT can assist you in setting this kind of feed up.

The following items can be posted to County social media platforms, without going through the Board of County Commissioners for approval:

1. Press Releases with Liaison Approval
2. Upcoming Events
3. Road Closures
4. Burn Advisory Notices
5. Public Health Notices Related to Outbreaks
6. Public Health Vaccine Days/Information
7. County Offices Closed/Building Closures
8. Snow Plow Schedules
9. Property Tax Sales Information
10. Program Information that has had Prior Approval by the BOCC
11. Information that is Reposted via State or Federal Government Agencies

To gain approval for other content, please email the content to bocc@klamathcounty.org and it will be reviewed by the BOCC and/or Counsel for the appropriateness for posting to social media.

The County shall notify users and visitors to the social media sites that the purpose of the site is to

facilitate communication between the County and the public. Each site shall contain the following message:

This site is created by Klamath County. This site is intended to serve as a mechanism for communication between the public and Klamath County on topics relevant to County business. Klamath County reserves the right to remove comments or postings that violate any applicable laws. Postings to this site become public records of Klamath County and may be subject to disclosure under the Oregon Public Records Law.

Klamath County does not endorse nor sponsor any advertising posted by the social media host that the social media is a private site, or the privacy terms of the site apply. Klamath County does not guarantee reliability and accuracy of any third-party links.

Users shall refrain from posting and Klamath County reserves the discretion to remove:

- a. Comments not topically related to the particular article being commented upon;
- b. Comments in support of or opposition to political campaigns or ballot measures;
- c. Profane language or content;
- d. Content that promotes, fosters, or perpetuates discrimination upon the basis on race, religion, gender, gender identity, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, source of income, or other protected status under applicable law;
- e. Inappropriate sexual content or links to inappropriate sexual content;
- f. Solicitations of commerce;
- g. Conduct or encouragement of illegal activity;
- h. Private and confidential information;
- i. Information that may tend to compromise the safety or security of the public or public systems; or
- j. Content that violates a legal ownership interest of any other party. These user guidelines may be subject to modification at any time.

Where possible, all social media sites will display the County's logo for consistency and authenticity.

Klamath County owns all social media content produced on its behalf.

All social media content generated on behalf of the County (if on an official County platform or on a County staff member or official's private account which makes or receives comments on County matters) is subject to public records laws, and must be made available to the public, upon request.

All County social media accounts will be archived to a degree that meets e-discovery and document retention requirements.

Klamath County, its employees and officials shall not discriminate against public speech based on content or viewpoint. The County, its employees and officials, posting on behalf of the County, may not engage in viewpoint discrimination while posting from any County social media platform. All persons who wish to "friend," "follow," "re-tweet," etc. County-sponsored social media platforms, must be allowed to do so. In their capacity as private citizens, employees have the same right to self-

expression enjoyed by members of the community as a whole.

The following content posted by the public, on any social media platform, may be removed:

1. Comments and/or hyperlinks not directly related to the content of the forum being commented upon;
2. Comments in support of or opposition to political campaigns or ballot measures;
3. Profane language or content;
4. Content that promotes, fosters or perpetuates discrimination upon the basis on race, religion, gender, gender identity, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, source of income, or other protected status under applicable law;
5. Inappropriate sexual content or links to inappropriate sexual content. Inappropriate sexual content is considered pornography, inappropriate sexual conversation, and discussion on sexual orientation. Excluded from this clause is information provided by Public Health on sexual health and wellbeing that needs to be disseminated to the public, ie. Outbreaks, information, vaccines, statistics, etc.;
6. Commercial promotions or spam;
7. Is illegal or promotes illegal activities;
8. Private and confidential information;
9. Information that may tend to compromise the safety or security of the public or public systems;
10. Inaccurate or false information; or content that violates a legal ownership interest of any other party;

Content may be removed by the department, with reasonable discretion. If there is any question about the content and if it should be removed, please contact the IT Director for guidance. Any content removed must be retained, including the time, date and identity of the poster when available.

GUIDELINES, ETIQUETTE AND DISCLAIMERS

All content on County-sponsored social media accounts will be presented in a professional manner; specifically,

1. Content must be compliant with Klamath County's Human Resources Policy & Procedure Manual.
2. Do not post any unauthorized, financial, confidential, sensitive, or proprietary information.
3. Speak respectfully.
4. Do not respond to negative comments or criticisms posted on a County social media site. Contact County Counsel and inform them about the comments.
5. Do not infringe on copyrights or trademarks. Do not use images or logos without express written permission. Cite information if it is not your own. If in doubt, use an alternative or contact County Counsel.
6. Do not make comments about County employees without their written permission.
7. Content provided by employees in the course and scope of their work related duties should present the County positively, with fair, understandable, and concise posts.

8. Employees are responsible for ensuring the content posted to County social media accounts is consistent with departmental and County mission, goals and philosophy.
9. If there is any doubt as to if the intended posting might fall within one of the aforementioned categories, consult with your department head or County Counsel before posting.

Klamath County Information Technology Services will monitor content on County social media sites to ensure appropriate use, messaging and branding consistent with the goals of Klamath County. Violation of Klamath County social media policies may result in the removal of department, division, or program pages from social media platforms and may result in discipline of any employee(s) found to have violated the policy.

RECORDS RETENTION

1. Klamath County must maintain and preserve social media records in compliance with the Oregon Public Records Law. The Public Records Law applies regardless of whether the social media site is hosted by the County or a third party.
2. Those engaged in social media activities must be familiar with the State of Oregon's records retention schedule. Any posted original content that is not a copy of a preexisting County record must be captured and retained by saving a copy.
3. Social media content shall be retained by composing and retaining message in local software and noting the time and date posted, or by capturing screenshots of the post once it is on the page.

4. Non-Original Social Media Content Maintained Elsewhere

Any posted content that is a copy of a County record that exists in another location does not need to be separately preserved, provided that the original content is being retained in compliance with the appropriate State of Oregon retention schedule and media preservation requirements.

Employees should use social media applications exclusively as a mechanism for providing the public with links or references to content that is maintained as an official County record elsewhere. Links or references posted to social media accounts are considered convenience copies which need to be retained only "as needed" or "until superseded."

5. Original Social Media Content

Any posted original content that constitutes a county record and that is not preserved and retained elsewhere in compliance with the appropriate State of Oregon retention schedule, must be captured by the County and retained according to the appropriate schedule and preservation requirements. The person who posts the content is responsible for retaining and preserving the record.

- a. Speeches/Statements/News Releases/Program Activity Records

Content that contains written or photographed accounts of a County event, or summary of such events posted to social media are considered statements and reports for retention purposes and should be retained generally for two years from the time they are "published." If these posts contain policy or historically significant content, they must be retained permanently.

- b. Correspondence

Incoming messages from the public that arrive via the County's social media account should be treated as correspondence. Direct the messenger to email the appropriate person on their County email address. Messages completely unrelated to the

County's activities does not need to be retained. If the message relates to the County's activities or functions, it must be captured and retained per the retention category that most closely corresponds to the content of the message. Staff are advised to respond to correspondence via email or other "offline" messaging methods and if possible, communicate directly with the individual and maintain that correspondence.

c. Content Associated with a Specific Function or Activity

Information received from the public in response to social media posts used as a public entry point to solicit specific information—such as conducting a poll or to launch a process or placing an order—should be retained along with other records associated with that function or activity using the appropriate retention schedule.

Any staff member in violation of this social media policy is subject to disciplinary action pursuant to the County's Human Resources Policy & Procedure Manual, including but not limited to termination.

ACKNOWLEDGMENT OF RECEIPT

I have received a copy of the Departmental Social Media Policy, and will read it before initiating a Klamath County Departmental Social Media page and will abide by its contents. If I have any questions regarding the policy provisions, I will discuss them with the IT Director.

Date _____

Departmental Social Media Liason (Sign) _____

Departmental Social Media Liason (Print Name) _____

Department _____