

Administration of Social Networking

The purpose of this policy is to establish guidelines for the appropriate use of social media by Erie County Board of Developmental Disabilities' employees, independent contractors, volunteers, and interns.

For the purposes of this policy, social media are works of user-created video, audio, text of multimedia that are published and shared through a computer, cell phone, tablet, or other device to the general public or anyone who can access the social media site including but not limited to Facebook, Twitter, Pinterest, LinkedIn, YouTube, Google+. The appropriate use of social media will be able to assist the Erie County Board in achieving the following objectives; promoting a positive image within the community, reaching a larger audience to promote and increase awareness of the Board's mission, core values, services, successes related to the individuals we serve, increasing customer services and satisfaction, gaining customer input, and enhancing communication. The Board respects the rights of its employees, independent contractors, volunteers and visitors.

The Superintendent shall establish, revise and keep current the procedures to be utilized in the implementation of this policy. The superintendent/designee shall ensure compliance with these procedures. All revisions and changes will be shared with the Board when made.

Superintendent
Signature:

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Date:

6/16/2016

Implemented: 6/19/2014

Board Approval: 6/16/201, 6/16/2016

Revised: 3/1/2016

Reviewed: 2/23/2016

CROSS REFERENCE:

POLICY: Information Technology, General Operations and Security Policy; Confidentiality of Protected Health Information Held by the Board; Personnel Policy Sections: 715.1 Social Media Policy, 714.1 Use of Computer, Network, E-Mail, Internet, Voice Mail and Cell Phone.

Administration of Social Networking Procedures

DEFINITIONS

1. **Social Networking and Social Media:** User-created video, audio, text or multimedia that are published and shared in an electronic environment, including but not limited to blogs, wiki's, instant messaging, YouTube, and social networking sites such as Facebook, My Space, LinkedIn, Twitter, and Flickr.
2. **Like:** A feature in Facebook that allows users to share content, or subscribe to an organization's Facebook page.
3. **Share:** The ability for a Facebook user to share a post from one page to their page to allow their friends to see a post that they might not have access to.
4. **Pin:** A pin is an image (or video) a Pinterest user adds to their board that links back to the website it came from.
5. **Tweet:** A post made on Twitter.
6. **Re-Tweet:** The action of forwarding someone else's tweet out to your followers.

Administrative Account Setup

The Superintendent shall assign a designee(s) who will be allowed to post items on the Board's maintained social networking sites on behalf of the Board. The assigned designee(s) will follow Board policies and procedures at all times when creating or participating in Board sponsored social media.

All social network accounts shall be setup using a generic account name, email address, and not associated with any particular employee. This will allow the Board to access the account and change passwords whenever necessary.

Passwords shall adhere to the password requirements detailed in the Information Technology, General Operations and Security Policy Policy.

Standard Practices

Posting and Responding to Public Comments

Those responsible for posting and responding to social networking sites will do the following when interacting with the public on all social networking sites:

- Protect sensitive and personal information
- Monitor user comments
- Be accurate
- Correct mistakes promptly
- Be considerate
- Respect copyrights and trademarks
- Use Board assigned e-mail addresses and strong passwords
- Avoid advertisements, sponsorships and endorsements

- Stay within area of expertise

Examples of acceptable content on Board social media networks include but are not limited to announcements of upcoming events, such as job fairs, workshops, awareness displays and meetings, media releases, links to videos pertaining to the agency and its mission public service messages relating to relevant topics that are produced by the agency or by other organizations, stories of personal achievements of both individuals we serve as well as staff, and links to or copies of media coverage such as newspaper articles. Staff are encouraged to share such content with the designee.

Branding

All agency social media presences will have a look and feel consistent with other communications tools used by the agency, including use of the agency's logo.

Monitoring

Staff responsible for managing agency social media presences will closely monitor agency social media sites, setting up alerts through email to be notified as soon as something is posted.

Public Records

Social media communications are public record.