

COUNTY OF WARREN



July 2013

Social Media Policy

Social Media, Websites and the Release of Information

I. Employee Use of Social Media

Employees of the County of Warren and/or County Departments/Divisions are not permitted to maintain any social media accounts, including but not limited to; Facebook, Twitter, GooglePlus, Instagram, Pinterest; which purport to relate to the County of Warren or a Department/Division thereof. Employees with personal social media accounts shall ensure that they are strictly personal in nature and in no way relate to County business. They should be named appropriately so as not to be confused with an Official County account. If the Freeholder Board and/or County Administrator deem any social media account to be named improperly, the employee shall rename it immediately. (The term employee shall apply to contracted staff performing County functions.)

II. County Website

Any employee or Department/Division that wants to have information posted on the County website shall first submit the information to their Department/Division head for approval. Once approved, the Department/Division head shall submit the information to the County Public Information Department for posting. The Freeholder Board and/or the County Administrator shall have the right to modify or refuse to post any information it deems objectionable or contrary to the interest of the County. The Freeholder Board and/or the County Administrator shall have the right to delete or withdraw any information posted on the County website at any time and for any reason. The Freeholder Board recognizes that specialize website situations exist and is not limiting such utilization, however the Freeholder Board shall be notified of such specialized utilization for approval, so as the Freeholder Board is aware of such specialized websites as the content on those sites reflect on the County operations.

III. Official County Social Media Guidelines

The purpose of this social media policy is to establish enforceable rules for the use of social media by County Officials and employees when engaged in County Business. Social media at this time refers to, but is not limited to, Facebook, Twitter, Instagram, GooglePlus, Pinterest and any other form of communication that is open to response or comment. Rules are necessary to assure that communications made on behalf of the

County are properly authorized and in correct form; and that the public is clearly and fully informed that a message received by the public from the County by means of social media is not a substitute for required reporting procedures.

The objective of the use of social media by the County or its Departments/Divisions is to expand and facilitate the dissemination of information from the County to its residents, taxpayers and the general public.

1. This policy governs all social media use by or on behalf of the County and/or its departments.
2. The County shall have a single presence on each social media site approved for use. Any pages or sites created and/or maintained by an individual Department/Division or instrumentality of the County shall require prior approval of the Freeholder Board and/or the County Administrator, and shall comply with this Social Media Policy.
3. County social media sites should make clear that they are maintained by the County of Warren in the State of New Jersey and that they follow the County's Social Media Policy.
4. The County's Social Media Policy will be presented on the social media site either by means of a link back to the County's website or published in its entirety on the social media site.
5. All County use of social media, including use by Departments/Divisions or instrumentalities of the County, are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Open Public Record Act (OPRA), First Amendment, privacy laws, sunshine laws, and information security policies (if applicable) established by the County, its Departments/Divisions, affiliated boards, commissions and authorities.
6. Whenever possible, links to more information should direct users back to the County's official website.
7. Employees representing County government on social media outlets must identify themselves by name, and when relevant, by role at the County. All County policies are applicable to interactions on social media sites when acting in an official capacity and representing the County.
8. The County Public Information Department and/or any other designated County Official shall monitor content on all social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the County.
9. No "friending" or "liking" or other special relationship between a County account and a third person is permitted.
10. Social media sites are not to be used by the general public for making any official communications to the County, for example, reporting crimes of misconduct, reporting dangerous conditions, giving notice required by any statute, ordinance or regulation (e.g. notice of claim). Prominent notice of this

paragraph shall be displayed on every County social media site, along with the appropriate contact information for submitting such a communication.

11. The County Public Information Department shall have the authority to remove any Prohibited Content (see below) from any County social media site at any time, subject to archiving and retention requirements. See section IV. Comment Policies.
12. This Social Media Policy may be revised at any time.

IV. Comment Policies

1. The County of Warren shall enact a “No Comment” policy for all of its social media sites. All comments posted by a member of the public on any County of Warren social media site will be removed.
2. The County of Warren reserves the right to deny access to County of Warren social media sites for any individual who violates the County of Warren’s Social Media Policy, at any time and without prior notice.
3. Departments/Divisions shall monitor their social media sites for comments in violation of this policy.

V. Applicability

1. This policy shall apply to all County Departments/Divisions as well as any affiliated government or non-government agency or official permitted by the County to post on County social media sites.
2. In the event of a dispute or disagreement as between the Freeholder Board and the County Administrator on the interpretation or application of any clause or the exercise of any right under the Social Media Policy, the decision of the majority of the Freeholder Board shall be final.