
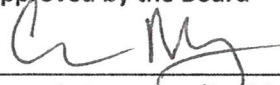


Attachment A

 <p>THURSTON COUNTY <i>Washington</i> Est. 1852</p> <p>POLICY</p>		Policy Title Social Media Policy				
		Number 802	Effective Date 08/16/2022			
		Latest Approval Date 08/16/2022	Approved by the Board  Commissioner Carolina Mejia Chair of the Board			
		Next Review Date 09/01/2025	Policy Owner Title Public Information Supervisor			
POLICY INTENT						
Purpose	To ensure Thurston County (County) Offices/Departments are minimizing risk while using social media platforms to disseminate information and educate about County programs, issues, initiatives, etc.					
Scope	Organization-Wide <input checked="" type="checkbox"/> Internal Only <input type="checkbox"/> Direct Impact to Citizens					
Are Office/Department Documents on this subject permitted?	<input checked="" type="checkbox"/> Yes, however Office/Department Documents must be consistent with this County-wide Document. <input type="checkbox"/> No					
POLICY STATEMENT						
A. Implementation <ol style="list-style-type: none"> Considerations for establishing and maintaining an official County Office/Department's social media presence: <ol style="list-style-type: none"> The decision to use social media is a business decision, not a technology-based decision. It is incumbent upon each Office/Department to weigh its mission, objectives, capabilities, and potential benefits and risks when considering use of specific social media tools. The following steps are needed to create an official County Office/Department social media account: <ol style="list-style-type: none"> Approval by the Office/Department head is required. Departments must consult with and receive written approval from the Board of County Commissioners (BoCC) Public Information Supervisor (For Departments Only: this provision does not apply to Elected Offices). Initiate archiving through ArchiveSocial with the BoCC Public Information Office. Each Office/Department must assign a social media administrator to manage the content, public interaction, and records retention for the Office/Department's social media platforms. Duties of the social media administrator include, but are not limited to: <ol style="list-style-type: none"> Establishing and maintaining the social media platforms; 						

- 3.2. Ensuring all archiving and retention mechanisms are in place;
- 3.3. Monitoring content, including posting and responding to public comments/messages;
- 3.4. Maintaining security of login and access information; and
- 3.5. Reporting site information and usage to the BoCC Public Information Office as requested for tracking and reporting of County activities.

B. Public Records and Retention

1. All information posted and other activity conducted on social media sites is subject to the [Public Records Act](#) and [Office of the Secretary of State Records Management Guidelines and Retention Schedules](#).
 - 1.1. Exclusion includes Superior and District Courts as the courts are not subject to the Public Records Act but are governed by [General Rule 31](#) and [General Rule 31.1](#).
2. The Office/Department establishing the social media platform must contact the BoCC Public Information Office to ensure proper archiving systems are in place prior to implementing the use of the platform and ensure continued connection to the archiving systems.
3. All official County social media sites shall contain a disclaimer that all content submitted by users is potentially subject to disclosure pursuant to the [Public Records Act, Chapter 42.56 RCW](#).

C. Acceptable and Prohibited Use

1. Social networking on official County Office/Department social media accounts will be used only for official County business purposes.
 - 1.1. Employees may access their personal social media accounts at work for limited personal communications during non-work time or an emergency on their personal device, as long as it doesn't interfere with the employee's tasks.
2. Social media administrators representing the County via social media outlets must conduct themselves as representatives of the County while interacting with the public through official County social media outlets.
 - 2.1. Personnel shall adhere to standards of conduct that are consistent with public service and trust, and conduct County business in a manner that contributes to the overall business integrity and organizational effectiveness of the County.
3. Social media use is subject to County policies. Offices/Departments and employees using social media are generally subject to County policies, standards, and procedures, including but not limited to the following:
 - 3.1. [Personnel Rules and Policies](#);
 - 3.2. [Private Use of County Resources](#) (5.6);
 - 3.3. [Public Records Act](#);
 - 3.4. [Records Retention Rules](#);
 - 3.5. [Compliance with Copyright Laws](#);

- 3.6. [Teleworking or Alternate Worksites](#) (15.1);
 - 3.7. [Electronic Communications](#);
 - 3.8. [Confidential Information](#);
 - 3.9. [Mobile Device Policy](#);
 - 3.10. [Sponsorship Policy](#); and
 - 3.11. [Campaign Activities](#)
- 4. Employees may use social media sites for gathering information for business purposes, as approved by their manager or supervisor. County employees who are not authorized to use the social media platforms are not allowed to publish or comment as a representative of the County via social media. All uses of social media shall follow the same ethical standards that County employees must otherwise follow.
 - 5. Any county entity subject to the Public Meetings Act, including the Board of County Commissioners, should not comment or otherwise communicate on official County Office/Department social media sites unless the form of communication is distributed by the County (such as a newsletter or article). Participating in online discussions may constitute a meeting under the [Open Public Meetings Act](#), in some situations, should there be a quorum established in the online discussion.

D. Content Posted by Office/Departments

- 1. Topics that shall not be posted to official County social media accounts include, but are not limited to:
 - 1.1. Endorsing, supporting, opposing, or contradicting any political campaign or initiative;
 - 1.2. Endorsing, supporting, opposing, or contradicting any social issue, cause, or religion, outside of strategic goals and topics for specific Offices/Departments; and
 - 1.3. Endorsing, supporting, or opposing any product, service, company, or other commercial entity, unless otherwise noted in the [County's Sponsorship Policy](#).
- 2. Allowed entities/organizations for posting to official County social media sites include, but are not limited to:
 - 2.1. Entities with .gov, .cdc, .edu, or other government websites are approved for posting as they are nonprofit and reliable/credible sources of information;
 - 2.2. Credible/trustworthy media outlets including radio, broadcast, and written news sources; and,
 - 2.3. Reciprocal posts from other official County Office/Department social media sites, other counties, or County-related associations.
- 3. Social media administrators must ensure the content they are posting is from a reliable and credible source and is not promoting a for-profit entity.
- 4. All laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including the County's own copyrights and brands, shall be followed on social media sites.

E. Information Posted by Outside Individuals

1. All official County social media sites allowing user-generated content are considered limited public forums, and as such, are moderated by County staff to ensure content posted by outside users is appropriate. A comment disclaimer shall be displayed on or linked to all social media sites that allow user generated material to be posted, indicating the site is moderated and inappropriate content may be removed.
2. Inappropriate and prohibited content subject to removal from the site includes content that:
 - 2.1. Promotes, fosters, or perpetuates discrimination based on creed, color, age, religion, gender, marital status, socioeconomic status, national origin, physical or mental disability, or sexual orientation;
 - 2.2. Discusses, encourages, or constitutes illegal activity;
 - 2.3. Provides information that compromises the safety or security of the public or public systems, or includes threatening, harassing, or personal attacks against any individual or entity;
 - 2.4. Provides verified false information designed to misinform or otherwise harm the public welfare;
 - 2.5. Supports or opposes political candidates or ballot propositions;
 - 2.6. Promotes or advertises commercial services, entities, or products;
 - 2.7. Is obscene, profane, or vulgar;
 - 2.8. Violates the social media platforms' terms of use;
 - 2.9. Is not topically related to the content being commented upon; and/or
 - 2.10. Violates a legal ownership.

F. Risks

1. Improper or unlawful use of County technology resources is prohibited because of the potential risks to the County and the individual employee. These risks include, but are not limited to:
 - 1.1. Loss of public trust in County services;
 - 1.2. Service and performance interferences;
 - 1.3. Financial loss;
 - 1.4. Unlawful activity;
 - 1.5. Loss of network or operational integrity; and
 - 1.6. Charges or other legal consequences related to sexual harassment, discrimination, or improper access to or dissemination of information.

DEFINITIONS AND ACRONYMS

ArchiveSocial	The County archiving system for social media content.
Credible/Trustworthy Media Outlets	A credible/trustworthy media source is one where the media product is produced by an expert entity in its area of discipline and is free of errors and bias.

Moderated	Staff monitor, as available, social media sites for inappropriate or offensive content. No site is monitored by staff 24/7.
Post	Content that an individual shares on a social media site or the act of publishing content on a site.
Social Media Administrator	The individual in an Office/Department who is responsible for managing the content for the Office/Department's social media accounts.
Social Media Sites or Platforms	Websites and applications that enable users to create and share content or to participate in social networking. This includes Facebook, Twitter, Instagram, YouTube, LinkedIn, blogs, etc.
RELEVANT LAWS AND OTHER SUPPORTING INFORMATION	
County Code State Law State Rule Other Sources	
Superseded Documents	Electronic Information Systems and Communications Policy, Only Section 9. Social Networking/Media
Supporting Documents	Public Records Act Office of the Secretary of State Records Management Guidelines and Retention Schedules General Rule Open Public Meetings Act Thurston County Personnel Rules and Policies
Related Documents	Policies associated with: <ul style="list-style-type: none"> • Non-discrimination; • Private Use of County Resources; • Compliance with Copyright Laws; • Teleworking or Alternate Worksites; • Electronic Communications; • Confidential Information; • Campaign Activities; and • Privacy
Communication and Implementation Strategy	The Public Information Supervisor will: <ul style="list-style-type: none"> • send a County-wide email describing the new policy; • put an article in the employee newsletter; • present the policy and procedure at the Elected Official meeting, Executive Management meeting, and meetings of committees that will be included in the policy review process; • provide training to all social media administrators; • coordinate the review of the Office/Department Documents to ensure consistency with this County-wide Document; and • notify Offices/Departments of any changes to this policy.
POLICY ADMINISTRATION	
Policy Owner	Public Information Supervisor
Contact Person (if different from above)	Same as above

Roles and Responsibilities	Employees	<ul style="list-style-type: none"> Understand and follow this policy.
	Social Media Administrator	<ul style="list-style-type: none"> As the social media administrator(s) for your Office/Department, follow the direction set forth in the policy.
	Supervisor/Manager	<ul style="list-style-type: none"> Ensure employees are following the direction set forth in this policy.
	BoCC Public Information Supervisor	<ul style="list-style-type: none"> Ensure the County, as an entity, is following the direction set forth in this policy. Consult with each Office/Department on their social media use. Approve the use of social media for Departments.
	Office/Department Head	<ul style="list-style-type: none"> Approve social media use for their Office/Department.

REVISION HISTORY

Effective Date	Approved By	Modifications
Xx/xx/xxxx	_____ Name/Title	Policy Created
Xx/xx/xxxx	_____ Name/Title	Indicate what changed
Xx/xx/xxxx	_____ Name/Title	Indicate what changed
Reviewers of the Current Revision	_____ Name/Title	_____ Name/Title
	_____ Name/Title	_____ Name/Title
	_____ Name/Title	_____ Name/Title

FURTHER INFORMATION

This section is not published on the final PDF document. It is for website purposes only

Keywords for search engine	Blog, Facebook, Instagram, LinkedIn, Platforms, Social Media, Twitter, YouTube
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RESOLUTION NO. 16184

A **RESOLUTION** adopting the Social Media policy.

WHEREAS, by motion on April 13, 2021 the Board of County Commissioners recognized that Thurston County is committed to adopting a consistent, transparent, and standardized approach to the development, review, and repeal of policies, standards, procedures, and guidelines.; and

WHEREAS, the Board of County Commissioners desires to provide clear policy direction regarding guidance on the use of social media and minimizes risk to offices and departments when using social media platforms. The policy allows for the development of a disclaimer to be used across all office and department platforms to note allowable content on the sites and allows for offices and departments to remove content that may be threatening, hateful, or reinforcing misinformation, especially as it pertains to emergencies; and

WHEREAS, the policy has passed review by the policy review committee, any applicable specialty committees, department directors and other elected officials; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THURSTON COUNTY COMMISSIONERS that the Logo Policy as provided for in Exhibit A, attached hereto, is adopted effective August 16, 2022.

ATTEST:

Jamie Caldwell
Clerk of the Board

APPROVED AS TO FORM:
JON TUNHEIM
PROSECUTING ATTORNEY

Elizabeth Petrick
Deputy Prosecuting Attorney

BOARD OF COUNTY COMMISSIONERS
Thurston County, Washington

Carolina Mejia
CAROLINA MEJIA, Chair

Tim Menser
TIM MENSER, Vice-Chair

Gary Edwards 8-23-22
GARY EDWARDS, Commissioner