

# TODD COUNTY BOARD OF COMMISSIONERS

## A RESOLUTION ESTABLISHING A POLICY REGARDING OFFICIAL COUNTY USE OF SOCIAL MEDIA

**WHEREAS**, the Todd County Board of Commissioners desires for Todd County to have a presence on social media websites to provide an additional method for the County to engage with interested citizens, and;

**WHEREAS**, the Board recognizes that social media can be a valuable tool, and an efficient method to deliver information to the public, and;

**WHEREAS**, the Board also recognizes that there are risks involved in the use of social media.

**NOW, THEREFORE BE IT RESOLVED**, that the following policy, to be known as the Social Media Policy of Todd County be enacted, effective immediately.

Purpose: To address the fast-changing landscape of the Internet and the way we communicate and obtain information online, county departments may consider participating in social media formats to reach a broader audience. Todd County allows the use of social media to further the goals of the County and the missions of its departments where a clear business purpose has been determined.

1. All official Todd County presences on social media sites or services are considered an extension of the County's information networks and are governed by the Internet, Computer and Equipment Usage Policy contained in the Todd County Personnel Policies. Use of social media sites or services must clearly meet a business need and be authorized by the County Administrator.
2. Information which is distributed via social networking must be professional, accurate, consistent, and timely.
3. Departments that use social media 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), First Amendment, privacy laws and information security policies established by Todd County.
4. Wherever possible, links to more information should direct users back to the County's official website for more information, forms, documents or online services necessary to conduct business with Todd County.
5. Todd County will only utilize social media sites that allow for the blocking of comments on the sites or pages that represent the County. The County Administrator shall ensure that comments cannot be made on sites or pages that represent the County.
6. The Administration will monitor content on each of the department social media sites to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of Todd County.
7. Violation of these standards may result in the removal of department pages from social media outlets. The County Administrator retains the authority to remove information.