

TODD COUNTY BOARD OF COMMISSIONERS

Work Session Agenda

Date: October 7th , 2014

Time: 10:30 a.m. to follow Regular County Board Meeting

Meeting to be held at the Historic Courthouse 215 1st Avenue So, Long Prairie, Minnesota

Item #		Approx. Time
1	Call to Order and Roll Call	10:30 a.m.
2	Amendments to the Agenda	
3	Chris Pelzer - Social Media Policy	10:35 a.m.
4	Don Asmus - Discussion on O.T. Hours - Updated Report Corrections to the previous numbers reported by HR dept.	11:00 a.m.
5	AFSCME - Rep to present Proposals - HHS Dept	11:15 a.m.
6	AFSMCE - Rep to present Proposals - Highway Dept	11:30 a.m.
7	Budget Discussion	11:45 a.m.

Standing Reports

Adjourn

The County Board Meeting will begin promptly at the prescribed time. The County Board reserves the right to alter the order of the agenda items and the amount of time allowed for an item based on business needs.

TODD COUNTY SOCIAL MEDIA POLICY

I. PURPOSE

To address the fast changing landscape of the Internet and other technology-based social media platforms, as well as the evolving way society communicates, County Departments and Offices may want to utilize social media as a means to reach a broader audience. Todd County encourages the use of Social Media to further the goals of the County and the missions of its departments, when and where use is appropriate.

This document establishes countywide use policies intended to mitigate associated risks from the use of social media technology where possible. This policy applies to all Todd County employees, elected officials, approved volunteers, consultants, service providers and contractors performing business on behalf of the County.

II. RESPONSIBILITY

Within the terms of this policy, Department Directors have authority to determine and establish work related social media activity at the department program level. Prior to the use of any and all social media technologies, the Todd County MIS Department shall be notified so as to assist with the procedures intended to mitigate associated risks from the use of the intended site and/or technology. Todd County shall maintain social media procedures related to implementation of this policy and shall update these as needed.

III. DEFINITIONS

Social Media is an umbrella term that defines the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create content, organize content, edit or comment on content, combine content, and share content. Social media uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more. Every form of social media may not be appropriate for use by County departments.

IV. POLICY

- A. Department use of social media technology shall conform to this policy as well as all other applicable county policies, protocols, and procedures.
- B. A Department Director's decision to utilize social media shall consider the department's mission and goals, audience, technical capabilities, potential benefits, and potential costs or risks. Department Directors are responsible for determining who is authorized to use social media on behalf of the department, and for designating appropriate access levels.
- C. Department Directors are responsible for establishing and maintaining content posted to social media sites and shall have measures in effect to prevent inappropriate or technically harmful information or

links. The same standards, principles, and guidelines that apply to Todd County employees in the performance of their assigned duties apply to employee social media technology usage.

- D. Access to social media networks from within the County's technical infrastructure shall be limited to individuals performing official County business and to departments with sufficient information and technology security controls. Employees are prohibited from unauthorized access to their personal social media sites or conduct of private social communications through the County network.
- E. Departments shall only utilize County approved social media networks for hosting official County social media sites.
- F. Todd County's website (www.co.todd.mn.us) will remain the County's primary and predominant Internet presence. Whenever possible, content posted to County of Todd social media sites shall also be made available on the County's primary website. Whenever possible, content posted to the Todd County's social media sites should contain links directing users back to the County's primary website for in-depth information, forms, documents or online services necessary to conduct business with the County of Todd.
- G. Department social media sites shall be created and maintained in accordance with Todd County policies with consistent and identifiable characteristics of an official Todd County site, including the Todd County logo with a link to Todd County's website.
- H. Todd County's social media sites are subject to State of Minnesota public records laws. Any content maintained in a social media format that is related to County business, including a list of subscribers and posted communication, is a public record and subject to a data retention schedule.
- I. 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.
- J. Wherever possible, all social media sites used by a Department shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the relevant Responsible Authority (as designated by County Board of Commissioners).

V. DISCIPLINE

- A. The County and its designated officials may monitor content on each of the social media sites to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of Todd County.
- B. Violation of this policy may result in the removal of pages from social media outlets. The County retains the authority to remove information without prior notification to the Department or employee.
- C. Employee violation of the Social Media Policy may result in disciplinary action up to and including discharge from employment.

DISCLAIMER for Use on All Social Media Sites

Todd County makes use of social media to engage residents to learn about needs and concerns, contribute to relevant conversations, and promote County programs and services. Despite efforts to keep the County-provided information timely and accurate, users should be aware that the information available through this social media tool may not be timely, accurate, or complete. No communication to County through this social media shall be deemed to constitute legal or official notice for any purpose. Users are encouraged to consult with appropriate non-County professional advisors for advice concerning specific matters before making any decision. Todd County disclaims any responsibility or liability for positions taken by individuals or entities for any misstatement, misunderstanding or losses, directly or indirectly, on the part of the users.

Todd County's use of external social media tools is provided as a public service. The County disclaims liability for ads, videos, promoted content or comments accessible from any external web page or social media site. The responsibility of external content or comments rests with the organizations or individuals providing them. Any inclusion of external content or comments on external social media web sites does not imply endorsement by Todd County. The County reserves the right and may choose to reprint comments/materials placed on the social media web sites to other media, such as by providing comments/materials to County staff or County Board of Commissioners.

We reserve the right to remove comments/materials from County social media tools when those comments/materials, in the County's sole discretion, are:

- Potentially libelous
- Obscene or sexually explicit comments
- Hateful or mean-spirited
- Personal attacks, insults, profane, name-calling, or threatening language
- Plagiarized material or material that potentially violates intellectual property rights
- Private, personal information published without consent
- Commercial promotions or spam
- Off topic or that link to material that is off topic
- Embedded images from external sources
- Violate any law or promote the violation of any law
- Encourage or constitute prohibited discriminatory or harassing conduct
- Made by a person masquerading as someone else

Additionally, the County reserves the right to terminate a person's ability to post comments/materials or otherwise participate in the County's social media tools when the person has repeatedly posted any of the above listed inappropriate comments/materials.