

SUBJECT: SOCIAL MEDIA USE POLICY

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- I. **PURPOSE:** To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Douglas County departments are encouraged to use social media to reach a broader audience to further their goals, where appropriate. This policy establishes guidelines for the use of social media.
- II. **GENERAL POLICY:**
- A. All Douglas County social media sites posted by Department Heads, Elected Officials, or their designees will be subject to approval by the County Manager, Community Relations Coordinator or the applicable Elected Official.
- i. The following will remain Douglas County’s official internet websites:
1. Douglas County [www.douglascountynv.gov](http://www.douglascountynv.gov)
  2. Douglas County Clerk/Treasurer <http://cltr.co.douglas.nv.us>
  3. Douglas County District Attorney [www.dcnvda.org](http://www.dcnvda.org)
  4. Douglas County Sheriff [www.douglasconvsheriff.com](http://www.douglasconvsheriff.com)
  5. Minden Tahoe Airport <http://www.mindentahoeairport.com>
- ii. Douglas County shall use social media sites as a method to disseminate information and as a marketing/promotional tool to increase Douglas County's ability to broadcast its messages to the widest possible audience.
- iii. Content posted to Douglas County’s social media sites will also be available on at least one Douglas County main websites.
- iv. Wherever possible, content posted to Douglas County’s social media sites should contain links directing users back to one of Douglas County's official websites for in-depth information, forms, documents or online services necessary to conduct business with the Douglas County.
- B. As is the case for Douglas County’s websites, Department Heads, Elected Officials or their designees will be responsible for the content and upkeep of any social media sites their departments create.
- C. All Douglas County social media sites shall comply with all appropriate Douglas County policies and procedures.
- D. Douglas County social media sites must remain public in nature.

- E. Douglas County employees may have their own personal social networking sites, however these sites must remain personal in nature and be used to share personal opinions or non-work related information. Employees cannot use their county e-mails or passwords in conjunction with a personal social networking site.

### III. PUBLIC RECORDS/RETENTION:

- A. Douglas County social media sites are subject to State of Nevada public records laws.
- i. Any content maintained in a social media format that is related to Douglas County business, including a list of subscribers and posted communication, is a public record.
  - ii. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.
  - iii. Content related to Douglas County business shall be maintained in an accessible format and so that it can be produced in response to a request.
  - iv. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
  - v. Users shall be notified that public disclosure requests must be directed to the relevant departmental public disclosure officer.
- B. State of Nevada records retention schedules apply to social media formats and social media content. Direct messages sent to social media accounts will be treated as **general correspondence** and kept in accordance with the retention schedules provided by the Nevada State Library and Archives at <http://nsla.nevadaculture.org/>
- C. All use of Douglas County social media sites shall be in compliance with applicable state of Nevada open meeting laws.

### IV. CONTENT/USE BY OTHERS:

- A. Information posted or pages created on behalf of Douglas County must:
- i. Have already been published or broadcast in an official manner;
  - ii. Directly pertain to Douglas County, its departments or services;
  - iii. Contain public information, which is not considered confidential under County, State or Federal law or policy;
  - iv. Not contain any personal information;

- v. Not contain images or photographs without first obtaining a written release from the artist, photographer, person or parent of the minor depicted;
  - vi. Not be commercial or political in nature.
- B. Elected officials, department heads or their designees shall not disclose information about confidential county business on any Douglas County social media site.
- C. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between Douglas County departments and members of the public. Douglas County social media site articles and comments containing any of the following forms of content shall not be allowed:
- i. Comments not topically related to the administrator's posting;
  - ii. Comments in support of or opposition to political campaigns or ballot measures;
  - iii. Profane language or content;
  - iv. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
  - v. Sexual content or links to sexual content;
  - vi. Conduct or encouragement of illegal activity;
  - vii. Information that may tend to compromise the safety or security of the public or public systems;
  - viii. Content that violates a legal ownership interest of any other party, including by not limited to copyrighted materials, trade secrets, proprietary information, or any other highly sensitive confidential information;
  - ix. Solicitation of others for commercial ventures or religious, social or political causes; or
  - x. Content that is in violation of Douglas County policies
- D. These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.
- E. Douglas County reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- F. Douglas County reserves the right to temporarily or permanently suspend access to social media sites at any time.

**V. DUTIES OF DESIGNATED ADMINISTRATORS:**

- A. Elected officials, department heads or their designees shall appoint designated administrators for their social media sites.
- B. Designated administrators shall:
  - i. Post information on social media sites;
  - ii. Oversee and confirm decision regarding social media sites including authorization of sites;
  - iii. Evaluate and accept or deny requests for usage (friends, followers, etc.);
  - iv. Verify staff being authorized to use social media tools;
  - v. Maintain a list of social media domains, active account logins and passwords;
  - vi. Change passwords if necessary in order to maintain control; and
  - vii. Consult with Information Systems and Court Computer Systems to ensure social media material is archived.
- C. Information Systems and Court Computer Systems role.
  - i. Information Systems and the Court Computer Systems will maintain a list of social media tools which are approved for use by Douglas County departments and staff.
  - ii. Information Systems and the Court Computer Systems will maintain a list of all Douglas County social media sites, including login and password information. Departmental personnel will inform the Information Systems and the Court Computer Systems of any new social media sites or administrative changes to existing sites.
  - iii. Information Systems and the Court Computer Systems will must be able to immediately edit or remove content from social media sites.
- D. Designated administrators shall at all times ensure that all statements are official and made on behalf of Douglas County. Discretion should be used before posting or commenting. Once comments are made on some social media sites, they can not be deleted.
- E. The designated administrator shall at all times use his or her best judgment in deciding whether or not to respond to a post. Designated administrator shall avoid engaging any person posting in an argumentative or offensive manner.
- F. The designated administrators must, not less than once each work day, check the social media site for new activity or violations of this or any other Douglas County policy.
- G. Work done in connection with the social media site during non-work hours shall be deemed time volunteered by the employee and shall not be compensable.

**VI. TERMS OF SERVICE:**

- A. Designated Administrators, Department Heads, Elected Officials and their designees must familiarize themselves with the terms of service of each social media platform.
- B. Each social media has its own unique terms of service that regulate how users interact using that particular form of media.

**VII. REQUEST FOR USE SOCIAL MEDIA:**

- A. Any requested social media outlet must be approved by the Information Systems Manager, Court Information Systems Manager, County Manager or Elected Official.
- B. Requests should be accompanied by an explanation of:
  - i. The purpose of the social media site or service;
  - ii. The primary audience served;
  - iii. The reason internal or existing resources will not meet these needs; and
  - iv. A date range for the project (when it will launch, how long will it be in effect).

**VIII. RESPONSIBILITY FOR REVIEW:**

The County Manager shall review this policy as needed or at least once every 5 years.