

**SALT LAKE COUNTY  
COUNTYWIDE POLICY  
ON  
INFORMATION TECHNOLOGY SECURITY**

**POLICY 1400-6: SOCIAL MEDIA USE POLICY**

**Purpose-**

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, County agency management may consider using social media to reach a broader audience. Salt Lake County encourages the appropriate use of social media to further the goals of the County and the missions of County agencies. Salt Lake County has an overriding interest and expectation in deciding what is "spoken" on behalf of the County on social media. This policy establishes guidelines for the use of social media.

**Reference-**

The policy and standards set forth herein are provided in accordance with Section 3.10 of countywide policy 1400, which directs Salt Lake County Information Technology to provide security systems and policies.

Also reference the following: Countywide Policy 2130 - GRAMA - Electronic Records Retention Policy Human Resources Policy 3-300 - Standards of Conduct

**1.0 Scope**

This policy applies to all Salt Lake County employees, contractors, volunteers, Consultants, and service providers performing business on behalf of Salt Lake County insofar as they use any County sponsored social media services. Salt Lake County agencies using social media prior to the implementation of this policy shall achieve full policy compliance within 180 days of the effective date of this policy.

## **2.0 Definitions**

### Approved Social Media Service

A social media service that has been approved for use by County agency management and the Director of County Information Technology.

### County Agency Management

With respect to their own individual offices or departments, any of the following, or their designees: County Mayor, County Executive Branch Department Directors, County Elected Officials, or the County Council as a whole.

### Information Technology Resource(s) and/or System(s) (IT resource(s) and/or system(s))

Computers, hardware, software, data, storage media, electronic communications (including, but not limited to, e-mail, fax, phones, phone systems, and voice mail), networks, operational procedures, and processes used in the collection, processing, storage, sharing, or distribution of information within, or with any access, beyond ordinary public access to, the County's shared computing and network infrastructure.

### Social Media

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 web content, organize content, edit, or comment on content, combine content, and share content. Social media services use many technologies and forms, including but not limited to RSS and other syndicated web feeds, blogs, wikis, photo sharing, video sharing, podcasting, social bookmarking, mashups, widgets, virtual worlds, and micro-blogs. Not all forms of social media may be appropriate for use by County agencies.

### 3.0 Policy Statement

- 3.1 All Salt Lake County social media sites shall be approved by the requesting County agency management.
- 3.2 All Salt Lake County social media sites shall be published using approved County social media services.
- 3.3 All Salt Lake County social media sites shall be administered by the requesting County agency management or their designees.
- 3.4 Comments from the public may be allowed on County social media sites. County agency social media forums shall be structured as limited public forums. Discussion forums may be monitored to ensure comments stay on topic, further the sponsoring County agency's mission, and otherwise comply with Countywide Policy 1400-6.2 – Social Media Terms of Use. County agencies may remove postings consistent with applicable laws and countywide policies. Only those who have received training pursuant to subsection 6.0 of this policy, and/or Countywide Policy 1400-6.1 – Social Media Management, may monitor County social media sites and remove content. All sections of social media sites that allow comments must, whenever feasible, include a link to the Salt Lake County social media disclaimer and the County's social media use policy – Countywide Policy No. 1400-6, the County's social media management policy – Countywide Policy No. 1400-6.1, and the County's social media terms of use – Countywide Policy No. 1400-6.2.
- 3.5 All County agency social media sites must, whenever feasible, include a link back to the official County agency Internet site for original content, forms, documents, and other information. Sites must also, whenever feasible, prominently display County agency contact information and the Salt Lake County, office, or department logo.

Where allowed and practicable, County agency social media sites shall seek to obtain official verification from the approved social media service.

- 3.6 All County agency social media sites are subject to County IT security policies, E-Records policy and Human Resources conduct policies. Anyone representing Salt Lake County and County agency management via social media outlets shall conduct themselves at all times as a representative of the County.
- 3.7 County agency management will ensure that the use of County agency social media sites complies with Terms of Service (TOS) or Terms of Use (TOU), as applicable.
- 3.8 All communication and public interaction should take place with the county social media account itself. Personal social media accounts should only be used to gain access to public-facing accounts for the purpose of administering said accounts.
- 3.9 Use of personal email accounts for County agency social media sites should be avoided if possible.
- 3.10 It is the responsibility of county agencies to ensure that unauthorized persons are not allowed to make changes to county agency social media sites.
- 3.11 County Social media accounts associated with elected offices should be maintained by the incumbent during their term of office and are to be transitioned to successors in office consistent with policy and applicable law.

#### **4.0 Exceptions**

Other exceptions to this policy shall be approved in conformance with Countywide Policy 1001 – Policy Implementation Procedure.

**5.0 Enforcement**

Anyone found to have knowingly violated this policy shall be subject to disciplinary action, including but not limited to temporary loss of network connectivity, loss of Internet access, or complete and permanent termination of access to any Salt Lake County network.

Cumulative violations may lead to other disciplinary action up to and including dismissal from County employment.

**6.0 Education**

County agencies are responsible to educate staff that work with social media about this policy.

AMENDED, APPROVED, and PASSED this \_\_\_\_ day of \_\_\_\_\_, 2021

SALT LAKE COUNTY COUNCIL

\_\_\_\_\_  
Steve DeBry, Chair

Attest:

\_\_\_\_\_  
Sherrie Swensen, County Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
District Attorney's Office