

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

POLICY 1400-6.1: SOCIAL MEDIA MANAGEMENT

Purpose-

Salt Lake County Government, through its elected officials, and other departments, divisions, committees, commissions, and boards, possesses the discretion to use social media platforms to provide pertinent public information to Salt Lake County residents and other interested members of the general public. This policy establishes guidelines for the management and control of such social media accounts.

Reference-

The policy and standards set forth herein are provided in accordance with Countywide Policy 1400-6 - Social Media Policy, which establishes policies regarding social media use. Also at issue are Countywide Policy 2130 - GRAMA and Human Resource Policy 3-300 - Standards of Conduct.

1.0 Scope

1.1 This policy applies in all circumstances where a social media account is owned or controlled by Salt Lake County Government, through its elected officials, and several departments, divisions, committees, commissions and boards, including any social media account used by an elected official to conduct County business, even if conducting County business is not the sole purpose of the account. This policy does not apply to purely personal social media accounts owned or controlled by an elected county official in his or her personal and private capacity, nor to any campaign election or re-election account owned and controlled by a campaign election or reelection committee or person campaigning for public

office.

- 1.2 Each authorized employee of an elected official using social media is expected to act in a professional manner and possess a clear understanding of this policy and its underpinnings. Such persons must use social media only in a manner that advances the public's interests and in a manner that is consistent with the County's other communication policies, practices and procedures.

2.0 Policy Statement

- 2.1 **Public Records.** Social media sites or accounts owned or controlled by Salt Lake County Government, through its elected officials, and several departments, divisions, committees, commissions and boards, including any social media account used by an elected official to conduct County business constitute public records subject to the Utah Government Records Access and Management Act (GRAMA). Any content placed or maintained on a social media site or account, including subscriber lists and posted content or communications constitute public records.
- 2.2 **Authorized Salt Lake County Users.** Authorized users of County owned and controlled social media accounts, including its elected officials and their respective employees, and all County departments, divisions, committees, commissions, and boards and their respective employees, are expected to communicate at all times in a manner consistent with the County's standards or conduct and professionalism. Authorized users should be aware that no one has any expectation of privacy in their use or participation with a County owned or controlled social media account, and each should refrain from comments that are contrary to official Salt Lake County policies, procedures, or practices.

- 2.3** Public Users. Public users or visitors to County owned and controlled social media accounts or sites should be aware the intended purpose of County social media is to serve as a means of communication between Salt Lake County Government, including its elected officials, and all County departments, divisions, committees, commissions and boards and other members of the public. Such persons should be aware the County disclaims responsibility for materials the County deems inappropriate for posting and/or in contravention of the law that the County cannot remove in an expeditious or timely manner.
- 2.4** Prohibited Public Use. Countywide Policy 1400.6.2 - Social Media Terms of Use outlines the standards public users must follow when posting content and comments on County owned and controlled social media accounts or sites. If a public user's posted content or comments violate the public use standard as outlined in Countywide Policy 1400.6.2., and pursuant to Point 2.6 below, the County, its elected officials and other departments, divisions, committees, commissions, and boards, may remove the offending content.
- 2.5** The County promotes healthy public discourse and will tolerate a level of decorum that is conducive to orderly government processes. The County, its elected officials and all County departments, divisions, committees, commissions, and boards do not discriminate based on viewpoint, nor because a comment is posted anonymously or expresses disagreement with County action, policy, custom, or practice. Any such content will not be flagged, minimized or removed and no user blocked so long as the content meets the Social Media Terms of Use.

- 2.6** Violations of Social Media Terms of Use - Hiding or Minimizing Content.
- 2.6.1** When a public user has violated the Social Media Terms of Use, authorized personnel will contact the social media user through direct messaging or other available means, describe the violation, and request voluntary removal or edit of the material or comment(s).
- 2.6.2.** If the user fails to voluntarily remove or edit the material or comment(s), authorized personnel may minimize or hide the comment or material.
- 2.6.3.** Before hiding a comment or material, a copy must be retained (i.e., through a screen shot, etc.) by the County and/or or pertinent elected official, or other County department, division, committee, commission, or board who owns or controls the pertinent social media account or site.
- 2.6.4.** If a comment or material is hidden, authorized personnel must notify the public user through a direct message or other available means that the user may appeal the decision by sending an email within five business days to the pertinent elected official, or other County department, division, committee, commission or board who owns or controls the social media account or site.
- 2.6.5.** Upon timely appeal, a comment or post may be restored for public view upon a determination the post does not violate the Social Media Terms of the Use.

2.7 Violation of Terms of Use - Removing Content or Blocking a User.

- 2.7.1.** Where the County determines that a public user has repeatedly violated the Social Media Terms of Use, authorized personnel will contact the public user through direct messaging or other available means, describe the violation, and request voluntary removal or edit of the material or comment(s).
- 2.7.2.** If the user fails to voluntarily remove or edit the material or comment(s), authorized County personnel or persons employed by the elected official or other department, division, committee, commission, or board who owns or controls the pertinent social media account may remove the offending content and/or block the user.
- 2.7.3.** Before deleting a comment or material a copy must be retained by the elected official or other department, division, committee, commission, or board who owns or controls the pertinent social media.
- 2.7.4.** If the comment or material is deleted or the user is blocked, authorized personnel must notify the public user through a direct message or other available means that the user may appeal the decision by sending an email within five business days to the pertinent elected official, or other County department, division, committee, commission or board who owns or controls the social media account or site.
- 2.7.5** Upon timely receipt of an appeal, a comment may be restored and/or a public user's access restored, if authorized personnel determine there are grounds for restoration. A written statement from the public user that he or she will abide in the future by the Social Media Terms of

User shall constitute grounds, except where despite making such an affirmation a public user persists in the violating the terms of use,

2.7.6. A public user whose access has been blocked may, after a period of one year after the user was blocked or where the actions blocking a user are upheld after appeal, submit a written request to the elected official, or other County department, division, committee, commission or board who owns or controls the pertinent social media account to unblock the user.

3.0 Training

To further this policy, County communications personnel and the Office of the Salt Lake County District Attorney will provide trainings, as needed, for those authorized to engage in social media use on behalf of the County's behalf.

4.0 Records

Salt Lake County Government, its elected officials, and all other departments, divisions, committees, commissions, or boards who own or control a social media account from which content has been removed or a public user's access blocked must preserve records of the removed or blocked content for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Any removal or deletion of comments or posts by the public must be considered public records and must be preserved pursuant to GRAMA. Authorized users for the elected official, or other department, division, committee, commission, or board who owns or controls the pertinent social media account must also work with County Records and Archives to ensure the records are properly retained.

5.0 Security

The County should take all necessary steps to follow directions from County IT to ensure social media accounts are secure from accidental or intentional attacks.

Passwords should be adequately complex to prevent cyberattacks. Passwords should not be sent through email. If a cyberattack is suspected, the executive officer, elected official, or department, division, committee, commission, or board who owns or controls the pertinent social media account should immediately contact IT.

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