

SALT LAKE COUNTY COUNCIL INTERNAL SOCIAL MEDIA POLICY

Purpose –

The Salt Lake County Council—collectively—wishes to more proactively and regularly inform and engage with their constituents using social media. The Council’s social media channels will be used to highlight county-sponsored events, unanimous Council actions, and other countywide information. The social media channels will also serve to answer logistical questions; to disseminate important information to the public quickly, and to direct constituents to specific county website pages for more in-depth information.

This Policy establishes the Social Media Team; a combination of internal staff who act as advisors to the social media manager on best practices in accordance with the guidelines defined in this policy. This policy also provides for support of the Social Media Team by allowing and facilitating participation in continuing education in social media strategies and best practices.

References –

Countywide Policies:

Policy 1400-6 Social Media Policy

Policy 2130 GRAMA – Electronic Records Retention Policy

Policy 5702 Human Resources: Standards of Conduct Policy

Policy Statement –

I. Social Media Team Membership:

The Social Media Team membership includes these internal Council Staff positions:

- One Senior Policy Advisor from the Republican Caucus – Advisor
- One Senior Policy Advisor from the Democratic Caucus – Advisor
- Legal Counsel – Advisor
- Administrative Coordinator – Manager

The Manager is responsible for maintaining any social media platform(s) that the Council agrees to use to increase its accessibility to constituents. The Manager should be familiar with and comfortable in controlling the specific channel before going live.

The Advisors’ purpose is to guide the Manager as questions arise, not to prescribe what content is and should not be posted on the various social media channels. The Manager will abide by the guidelines set forth below while being granted discretion in the managing of the platforms.

Non-Social Media Team staff and Council Members are encouraged to bring questions, comments, and/or concerns about the Council’s social media presence, to the Social Media Team rather than the Manager alone. As such, “social media discussion” will be added to the regular agenda of the Council Staff Meeting. For the purposes of efficiency, the Advisors – guided by their respective caucuses – should be the main people working with the Manager in the success of the Council’s online presence.

Should problems or disagreements occur that the Social Media Team cannot resolve, the matter may be brought first to the Executive Committee for action. Any unresolved issues at the administrative or Executive Committee level may be placed on the Committee of the Whole Agenda consistent with ordinance.

II. Social Media Channels

All social media handles, usernames, and content will be relevant to the County and easily distinguishable as the County Council's channels. The Manager will exercise discretion and good judgment in posting as well as make an effort to include content from all areas of the county. All Senior Policy Advisors are encouraged to forward information/ideas for posts to the Social Media Team to help ensure the entire county is represented.

A. Facebook – "Salt Lake County Council"

The Manager has discretion about the types and frequency of posts but will attempt to follow industry best-practices for creating engaging content in a regular manner.

B. Twitter – "SLCo_Council"

The Manager has discretion about the types and frequency of posts but will attempt to follow industry best-practices for creating engaging content in a regular manner.

III. Message/Post Approval Process for Each Type of Post:

A. Customer Service

PROCESS: The Manager may answer/respond to direct logistical questions, invite page visitors to public Council Meetings, and share (if requested) already publicly available contact information, without input from the advisors.

Examples include but are not limited to:

1. Answer logistical (who, what, when, where – *not* why) questions
2. Invite to Council meetings
3. Provide Council members', other County official's, and County Departments public contact information

B. Social Engagement

PROCESS: The Manager is granted discretion in posting/sharing county-sponsored events, unanimous Council action, and other announcements relevant to the county's business, services, or community involvement. The Manager is encouraged to work with Advisors on appropriateness and strategy concerns in posting.

Examples include but are not limited to:

1. County-sponsored events: open houses, town halls, grand openings, ribbon cutting ceremonies
2. Unanimous Council action: resolutions, press-releases, special guest recognition, proclamations

3. Announcements: holidays, sporting events within the county, city parades and other community events, county budget processes, county department announcements

C. Crisis Response

PROCESS: The Manager will post information regarding any emergency response notification per the policies set forth by the Emergency Management Advisory Committee.

Examples include but are not limited to:

1. Natural disaster
2. Threat assessment alerts

D. Miscellaneous

If there is an instance that does not fall under the circumstances mentioned above, the Manager and Advisors will meet as needed and discuss appropriate action moving forward. If the instance happens again, its protocols for handling may be added to this Policy.

IV. Internal Legal Matters

The Manager and Legal Counsel will work together on legal matters that arise in the management of the Council social media accounts.

Examples include but are not limited to:

1. Copyright/appropriate credit
2. Public access management

V. Disclaimers

The below disclaimer language must be visible and easily accessible to visitors of the Council's social media channels:

A. Terms of Use

Any individual accessing this page (the "User") accepts, without limitation, the following terms and conditions ("Policies"). Salt Lake County maintains the right to modify these Policies without notice. Any change is effective upon posting to this page. A User of this page is also subject to the terms of use of third-party service providers ("Provider"). Salt Lake County has no control over a Provider's terms of use, content, commercial advertisements or other postings produced by the Provider that may appear on this page as part of the Provider's website environment.

B. Comment and Posting Policy: This Page Is A Limited Public Forum Moderated by County Council Staff

Posted content (comments, photos, links, etc., referred to hereafter as "Comments") must relate to discussion of County programs, services, projects, issues, events, and activities. Comments posted on this web page will not be edited by the County. However, Comments that do not relate to a topic posted by the County may be removed, including comments that:

- Endorse or oppose a political candidate or ballot proposition;

- Promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation or gender identity;
- Include personal attacks, threatening or harassing language, obscene or sexual content or links to obscene or sexual content;
- Solicit commerce, including spam, advertising, or links to other websites;
- Promote illegal activity;
- Violate a legal ownership interest of any person, including improper use of a trademark or copyrighted material; or
- May compromise the safety or security of the public or public systems.

The County reserves the right, at any time and without notice, to delete information posted by a User who violates these Policies. A User who, in the opinion of the County, repeatedly violates these policies may, at any time and without notice, be denied access to this page.

Comments are the opinion of the commentator and do not necessarily reflect the opinion or policy of Salt Lake County, its officers, employees, or agents. Comments may be a public record subject to public disclosure under the Utah Government Records and Access Management Act ("GRAMA"). Comments made on this page do not constitute a legal or official notice or comment to Salt Lake County and will not be regarded as a request for service.

A Comment asking for a public record will not be considered. A public record request form can be found at <https://www.slco.org/records-management/grama/>.

C. Copyright Policy

Information and materials produced by the County and posted on this page are County property. The County retains the copyright to all text, graphic images, and other content produced by the County. A User may, without obligation to the County, view, copy, link to, or distribute information found here if for noncommercial use, unless otherwise stated on particular information which has a use restriction. However, the County makes no warranty that information on this web page is free of copyright claims or other restrictions on free use. Commercial use is prohibited.

D. Disclaimers.

Salt Lake County does not guarantee the completeness or accuracy of any information posted on this web page. The County may suspend or discontinue this web page at any time. The information posted on this web page is provided on an "as is" basis and the User assumes the risk of use or reliance on such information. Salt Lake County, its officers, employees, or agents are not liable for any damages for viewing, distributing, or copying of materials on this web page, including indirect, special, incidental, or consequential damages. *Contact Us Questions* about these Policies or this web page may be directed to 385-468-7500.

Continuing Education –

The Council desires that the Social Media Team participate in communications and social media oriented professional associations for professional development and learning best practices. Also, to attend courses that will aid in creating better content and strategies for the Council's online presence. The Social Media Team will first seek courses/programs offered by the county, then by county partners, and then outside of the county resources.

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