

Social Media Use for Official County Business — Approved by ITAC Dec. 8, 2010

This policy covers rules and regulations that apply to the use, by employees, agents, or contractors of Washoe County, of social media tools in an official County capacity.

Approval for Social Media Tools

The use of social media tools for official County business falls under the County's Internet / Intranet Use Policy (path or link). This policy advises approval from the County's Community Relations Director or their designee for all Internet functions and prohibits creating a public display of County information without prior notification to the County's Community Relations Director to ensure compliance with network design, security standards and to ensure information meets all applicable codes, policies, procedures, and laws. The Community Relations Director will forward any approved sites to the Internet Working Group (IWG) for review and comments.

Grant of Access

Prior to the launch of any social media tool, the Department Head or their designee must complete a Website Information Form, located on the County's intranet website. This form includes administrative information about the tool, such as the Department head, primary and secondary contact persons, administrative logins, registration information, etc.

Any official social media tool may be accessed by the E-Government Information Officer, Technology Services security personnel, or other authorized parties, if necessary, to communicate urgent information, to correct inappropriate or inaccurate information, or to remedy any risks to County network security. This may include the need to disable the tool, either temporarily or permanently, should it pose a significant and immediate risk to County operations. When possible, all attempts will be made to coordinate with the Department head, primary and / or secondary contact persons for the social media tool, as listed on the Website Information Form, prior to access by any other party.

Restrictions on Use

- Third party advertising must be disabled if possible.
- The Department head or their designee must obtain appropriate release forms prior to the use of any copyrighted such as photos, videos, articles, or other items protected by intellectual property laws.
- All information of an emergency nature must be approved by a department head or their designee or the emergency coordinator before it may be disseminated through a social media tool.
- Official social media tools may not be used at any time to communicate information of a personal or non-County approved nature.

- Information may not be communicated through a social media tool which violates any existing County policy or ordinance including, but not limited to, sexual harassment, discrimination, and workplace violence. As allowed or required by law, any information of this nature must be removed immediately. Likewise, information may not be communicated which violates any Nevada or federal law or regulation.

Applicability of Other Policies

Social media tools must meet all other policies applicable to Washoe County. These include, but are not limited to, public records retention requirements, freedom of speech protections, and Freedom of Information Act (FOIA) requests.