



Campbell County
Social Media Policy 2023

CAMPBELL COUNTY SOCIAL MEDIA POLICY

PURPOSE

To set forth policy for establishing and maintaining departmental/County-related social media presences.

To establish policy for professional and accurate communication for County staff and the public engaging on County-related social media content.

SCOPE

This policy applies to Campbell County employees, page administrators, and any affiliated agency under the purview of the Campbell County Board of Supervisors or County department. Failure to adhere to the policy may result in disciplinary action such as suspension or revocation of access to County-related social media sites or other actions consistent with the County's Code of Conduct and/or Personnel Policy. Constitutional Officers may use this policy as a guide for their offices or choose to enforce the policy in its entirety.

DEFINITIONS

Social media is defined as any website or application that enables users to create and share content or participate in social networking. This includes, but is not limited to: Facebook, Instagram, LinkedIn, Nextdoor, Twitter, Snapchat, Pinterest, TikTok and YouTube. The County uses social media to increase and enhance engagement with the public by sharing information about County programs, services, events and other news of interest to followers. Due to the interactive nature of social media, County social media pages are also a place where the public can provide feedback and input.

Page Administrators - Employees who oversee County social media pages and have the ability to post new content, share content and moderate comments are referred to as Page Administrators.

Director of Public and Employee Relations/Public Information Officer (PIO)—The Public Information Officer works with Page Administrators to ensure the Social Media Policy is followed. Anywhere in the policy where the PIO is referenced, the PIO's designee can also apply.

Social Media Review Team – An internal consortium of staff who objectively review social media policies and practices for relevancy and accuracy.

POLICY

Establishing Official County Social Media Accounts

A. All social media pages representing the County (i.e. departments, programs, destinations, etc.) must be reviewed by the Social Media review team and approved by the Director of Public and Employee Relations/PIO. Departments wishing to create a

new page or account should consult with the Public and Employee Relations Department before proceeding and present who will be publishing information on the new page and the communication goals for the new page. He/she must indicate by signature that they have read the social media policy and understand its impacts.

B. If a Page Administrator leaves their position or wants to pass posting responsibilities to someone else, the Director of Public and Employee Relations should be notified immediately. Any new or current employee who is stepping into the Page Administrator role must contact the Director of Public and Employee Relations and provide a signature that he/she understands the Social Media policy.

C. The Director of Public and Employee Relations/or appointed PER staff must be set as Admins on all Departmental social media accounts and reserves the right to post emergency information over all platforms in case of local crises.

D. All social media accounts that are overseen by the County must not be private or closed groups.

E. Each social media page should include the County's official disclaimers.

F. All new and established pages must be archived in accordance with Records Retention criteria established by the Library of Virginia, and available under the Freedom of Information Act.

MANAGING SOCIAL MEDIA ACCOUNTS

A. Upon taking on responsibility of a new page, the Page Administrator(s) are responsible for creating timely, pertinent content.

B. Pages or accounts must be updated on a regular basis, with no substantial gaps of time between posts. What is considered "regular" may vary from department to department but generally, pages should have new posts a minimum of three times each week.

C. Page Administrators are strictly prohibited from posting any content that is false, misleading, obscene, defamatory, discriminatory, libelous, threatening, harassing, abusing, hateful, objectionable, inflammatory, or embarrassing to another person or entity.

D. If any post is found to be inappropriate, misleading or otherwise not acceptable, Public and Employee Relations staff reserve the right to edit the post or take it down. However, Public and Employee Relations staff will otherwise not post or share content on a department's page without coordinating in advance.

MODERATING INTERACTIONS WITH THE PUBLIC

A. The County's official social media accounts are considered moderated discussion sites and limited public forums.

B. Any posts or comments on a County-operated page that meet any of the following criteria must be reported to the Public and Employee Relations Department for potential removal:

- o Nudity, obscenity or vulgar language
- o Personal identifying or sensitive information
- o Offensive language that targets or discriminates against someone on the basis of race, creed, color age, religion, gender, marital status, status with regard to public assistance, national origin, physical or intellectual disabilities, and all protected classes
- o Threats, harassment or personal attacks
- o Inciting or promoting violence or illegal activities
- o Information that could compromise individual or public safety
- o False information

C. Further, the County also reserves the right to delete comments and/or images that: (i) are spam or include links to other sites; (ii) are clearly off topic; (iii) advocate illegal activity; (iv) promote or oppose particular services, products, or political organizations and candidates; or (v) infringe on copyrights or trademarks.

D. Page Administrators must consult with the Director of Public and Employee Relations before deleting or hiding any comments on social media, to see if the comment meets the criteria for removal.

E. Page Administrators should make it a priority to respond to those who comment or message a page or account, if appropriate (i.e. to clarify information in a post, answer a specific question, etc.) but should not engage in an argument with an individual.

SHARING CONTENT ON SOCIAL MEDIA

A. The County reserves the right to share information from local and state partners, as it deems appropriate for the County or department's audience, on a case-by-case basis. For Economic Development purposes, only businesses in good standing will be mentioned/featured in social media posts. Advertising for non-County-related fundraisers and activities is not advised; only information regarding pertinent business news, County/Regional resources, local and state government services, and County-related activities should be posted. Page administrators should contact the Director of Public and Employee Relations and the County Attorney if unclear whether an event or agency's content can be posted/shared.

B. The County will not share or promote discriminatory pages or events of any kind; political party pages or events; or events that would cause harm, promote violence or illegal activities.

C. All social media accounts will link back to Campbell County owned - websites as a main source of information. Links to other sites outside the Campbell County organization must be vetted as legitimate and essential by the Department Head or

his/her representative before sharing. Links in question will be reviewed by the Social Media Review Team for legitimacy,

D. Campbell County will adhere to best practices in posting photos of public County activities. If an individual requests not to be photographed or his/her image shared on social media, staff will honor that request. Any photograph or non-county information source should be properly cited. No identifying personal information on children should be shared publically at any time.

USING SOCIAL MEDIA DURING A LARGE-SCALE EMERGENCY SCENARIO

A. Large-scale emergencies are defined as incidents that negatively affect numerous residents and/or parts of the County.

B. In the case of a large-scale Public Safety emergency, all social media posts will originate from social media accounts operated by Public and Employee Relations on behalf of the Public Safety Department and will be shared on to other department pages.

C. During any large-scale emergency, Page Administrators should cease posting original content on their pages until further notice, under direction of the County Administrator/Emergency Manager. This includes canceling any scheduled posts.

POSTING DISCLAIMERS

Upon implementing a new page, the following disclaimers must be posted where applicable. All pages that were already established before the adoption of this policy must add these disclaimers to their pages immediately.

“Campbell County welcomes public viewing and use of our website and various social media sites toward open and timely information on important County matters and activities. County staff moderate the County's online discussion sites, as they are not traditional public forums. Accordingly, comments or other content posted by users on the County's website and/or social media sites are subject to objective and reasonable regulations.

Please note: if you post a comment, the County reserves the right to delete submissions that:

- Contain nudity or obscenity
- Contain personal identifying information or sensitive personal information
- Contain offensive language that targets or discriminates on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation or such other protected classes
- Are threatening, harassing or convey a personal attack
- Incite or promote violence or illegal activities
- Contains information that reasonably could compromise individual or public safety

- Contains false information

Further, the County also reserves the right to delete comments that: (i) are spam or include links to other sites; (ii) are clearly off topic; (iii) advocate illegal activity; (iv) promote or oppose particular services, products, or political organizations and candidates; or (v) infringe on copyrights or trademarks.

The County reserves the right to work with local community groups, partners, stakeholders, and businesses to amplify messaging that will benefit the Campbell County community. The County will not promote:

- Discriminatory pages or events of any kind
- Political Parties pages or events
- Events that would cause harm, promote violence or illegal activities

Repeated violation of this policy subjects the offending user to being banned from use of the county's social media sites. The views and comments expressed on the County's social media sites do not reflect the opinions and positions of the County or its officers and employees and are not to be construed as an endorsement of the same, implied or otherwise, by the County, or its officers and employees.

If you have any questions about this policy, please contact:
per@campbellcountyva.gov.

V. EMPLOYEE REQUIREMENTS

It is expected that employees use sound judgement on both County-owned platforms and personal social accounts, and remain positive ambassadors for the County organization. Any social media post, on a County platform or personal account, that reflects negatively or intends harm, directly or implied, to the County organization, Board of Supervisors, or general operations of County services will be addressed with disciplinary action as spelled out in the Campbell County handbook.

Page Administrators and their department directors must sign the Campbell County Acknowledgement of Social Media Policy form and return it to the Public and Employee Relations office.

VI. CONSTITUTIONAL/APPOINTED/STATE-GOVERNED AGENCIES

Constitutional Offices may have their own social media policies and act independently from the Campbell County government organization on their posting standards and criteria. Campbell County holds no purview over Constitutional Offices social media activities nor does it incur any responsibility for state-governed/elected/appointed offices' content.

SOCIAL MEDIA POLICY ACKNOWLEDGEMENT

I, _____, have read, understand, and agree to the practices and conditions set forth in the Campbell County Social Media policy.

Printed Name

Signature

Department _____

Date _____