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| <b>Maricopa County<br/>Internal Policy</b> | <b>Title:</b> Acceptable Use of<br>Social Media | <b>Number:</b> A1611<br><br><b>Issue Date:</b> February 4, 2013 |
| <b>Policy Category:</b><br>Administration  | <b>Approved By:</b> <i>Tom Manos</i>            | <b>Revision No:</b> N/A<br><br><b>Revision Date:</b> N/A        |

**I. PURPOSE**

To establish the appropriate uses of Social Media for County business and to establish countywide standards and protocols for when and how such a venue may be used.

**II. APPLICATION**

This Policy applies to all Employees of Maricopa County Appointed Departments using Social Media for County purposes. This Policy does not apply to County elected offices or Employees of the Superior Court of Arizona, Maricopa County.

Appointing Authorities are responsible for enforcement of this policy and may discipline Employees who violate this policy up to and including termination of employment.

**III. DEFINITIONS**

- A. Appointing Authority:** The single administrative or executive head of a Department, or the designated representative authorized to act in this capacity.
- B. Appointed Department (“Department”):** A division within the County, including each Maricopa County Special District, whose board consists of the members of the Maricopa County Board of Supervisors, e.g., the Maricopa County Department of Transportation, the Office of Finance, Flood Control District.
- C. Delegate:** An individual within a Department authorized by the Appointing Authority to administer and maintain County Social Media. A Delegate may be a County Employee or a non-employee providing services or products to the County subject to the Appointing Authorities’ authorization. Each Department shall authorize at least two Delegates.
- D. Employee:** A person paid a wage, salary or stipend from public monies in accordance with official entries on County payroll. This includes all classified, unclassified, temporary, contract employees, County volunteers and any temporary employee paid through Maricopa County accounts payable processes are considered Employees. For the purposes of this Policy, “Employee” does not include persons employed by the Superior Court of Arizona, Maricopa County or any Employee of a County elected office.
- E. Site credentials:** Whatever data is needed to maintain and control a Department’s Social Media. This may include a username and password. Departments must provide site credentials to the County Manager, or designee, for safekeeping and to ensure that access continuity is maintained for their Social Media. Departments

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shall immediately update the County Manager, or designee with any changes to Social Media credentials.

- F. Social Media:** An Internet based information service that Departments may use, but are not owned or contracted for by the County, which enables County information to be published to the public.

**IV. POLICY**

**A. General Policy Statements**

1. For use of Social Media during an emergency, see the County Emergency Operation Plan, Emergency Support Function 15, External Affairs.
2. All Social Media is considered an extension of the County's information networks and are also governed by *Policy# A1609: Acceptable Use of County Technology Resources, HR2421 Professional Conduct* and all other related County Policies.
3. Departments that use Social Media shall comply with applicable Federal, State, and County laws, regulations, and policies. This includes adherence to copyright, records retention, open meeting laws, Arizona Public Records Law, privacy laws, design standards, IT policies, information security policies established by the County and the norms of professional business communication.
4. Departments may choose to use Social Media to build community and rapidly communicate official information to the public as part of their core mission or responsibilities to the County. Departments shall use Social Media to directly support their Department's mission or as directed by the County Manager.
5. When an Employee is using a Social Media, all information provided should directly relate to the Department's mission.
6. An Employee's use of an Social Media is proper under the following circumstances:
  - a. When used according to the designated and necessary duties within an Employee's job description or as assigned by an Employee's supervisor;
  - b. When required by a County authorized vendor to satisfy the services contracted by the County;
  - c. When required by a non-Employee working for an outside organization under an Inter-Governmental Agreement (IGA) to satisfy the duties or services in the Agreement.

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7. Employees shall:
  - a. Not use a County Social Media for personal use, to promote or reply to personal contacts, or to provide personal information or personal opinions.
  - b. Not have any expectation of privacy regarding such use of County technology or Social Media.
  - c. Keep all electronic communications on Social Media professional and follow established policies regarding workplace professionalism.
  - d. Not communicate any confidential information through a Social Media.
  - e. Not place any County technology at risk due to use of Social Media.
8. This Policy applies to all Social Media, past, present, or future, created or maintained by a Department, Employee, contractor, or vendor on the County's behalf. Departments must comply with the requirements of this Policy even if the Social Media was in existence prior to the adoption of this Policy.

#### **B. Delegates**

1. Appointing Authorities shall identify at least two Delegates for each Social Media utilized by the Department.
2. Delegates shall complete all applicable training required by their Appointing Authority.
3. Delegates shall maintain communication between each other regarding any changes to their Department Social Media passwords.
4. Delegates may permit Employees access to contribute to Department Social Media, subject to Appointing Authority approval.
5. If a Delegate is relieved from responsibility for maintaining Social Media service information, the remaining Delegate shall notify the County Manager, or designee, of the identity of the replacement Delegate.

#### **C. Record Keeping**

1. Each Department using a Social Media must submit the official Social Media Inventory Form (Attachment A) to the County Manager, or designee.
2. Departments shall submit additional Inventory Forms whenever changes occur (e.g., usernames, Delegates).
3. All completed Inventory Forms must provide a clear purpose for the Social Media service and identify the Department Delegates as required in this policy.

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4. Every Department maintaining content on a Social Media is responsible for keeping a record of their content in compliance with *Arizona State Library Archives and Public Records Law* and applicable Records Retention Policy, including HR2421 – *Professional Conduct Policy*.
5. The Appointing Authority, or designee, shall monitor content on their Department Social Media to ensure adherence to this and all related policies.
6. Violation of these standards may result in the loss of Social Media use by Employees or the Department. and/or disciplinary action within the discretion of the Appointing Authority.
7. Departments using an Social Media are required to prominently display the following disclaimer message on their home web page and Social Media, if feasible:

**“Maricopa County presents this information as a service to the public. It has made every effort to ensure that the information contained here is accurate. It makes no warranties or guarantees, nor may anyone assume any warranties or guarantees regarding the accuracy or reliability of its content or of other information to which there is a link. Assessing accuracy and reliability of information is the sole responsibility of the user. Maricopa County shall not be liable for errors contained here or for any damages in connection with the use of the information contained here. Maricopa County does not endorse the content found on non-Maricopa County websites accessed via hyperlink. Further, the e-mail address and any other information found here shall not be used for unsolicited advertising, marketing or other commercial purposes.**

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**Social Media Inventory Form– Attachment A**

|   |   |   |
|---|---|---|
| <b>Department Name</b>                                  | <b>Email Address</b>                        | <b>Phone Number</b>                         |
| <b>Department Appointing Authority</b>                  | <b>Email Address</b>                        | <b>Phone Number</b>                         |
| Social Media Delegates                                  | 1) Name:<br>Email Address:<br>Phone Number: | 2) Name:<br>Email Address:<br>Phone Number: |
| Proposed Social Media Sites                             |   |   |
| Proposed Social Media User Names for each proposed site |   |   |

***I. Business Requirements***

A. What specific business need does your Department have for Social Media?

B. How will the Department use Social Media? Please give specific examples.

***II. Legal Obligations***

How will the Department maintain applicable legal obligations, including Records Retention and Public Access, related to Social Media? Please list specific steps to be taken.

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**III. Staff Resources and Limitations**

A. Will the Department Appointing Authority impose any specific limitations on such uses? If so, please identify those limitations:

B. Do the Delegates acknowledge that the Department use of Social Media will be for official Maricopa County purposes and not for the benefit of any individual or private organization? Please confirm that acknowledgement.

**IV. Technological Resources**

Who will be responsible for contacting the County Manager’s Office, or designee, to provide current Social Media credentials?

**V. Applicant’s Declaration and Signature**

| Applicant’s Name and Contact Info. | Date Submitted | Director of Comm.s’ Comments |
|------------------------------------|----------------|------------------------------|
|                                    |                |                              |

By signing this Declaration, I agree that the Department from which I am applying will operate their Social Media’s activity according to the terms of this policy. I also understand that the Department’s use of Social Media may be terminated at any time according to the provisions of this policy.

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|------|------------|------|--------------|
| Name | Department | Date | Contact Info |
|------|------------|------|--------------|

All required credentials have been provided to the County Manager, or designee.

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|      |                             |      |              |
|------|-----------------------------|------|--------------|
| Name | County Manager, or designee | Date | Contact Info |
|------|-----------------------------|------|--------------|