

**LUCAS COUNTY, OHIO
BOARD OF COMMISSIONERS**

NUMBER: 38

PAGE 1

TITLE: Social Media

**PERSONNEL
ADMINISTRATIVE X**

**RESOLUTION
NO: 11-718**

**EFFECTIVE
DATE: August 23, 2011**

**TYPE:
POLICY X
PROCEDURE**

**SUPERSEDES:
POLICY #
PROCEDURE #**

SCOPE

This policy applies to all Lucas County Elected Officials, Agencies and Departments who have funds appropriated by the Lucas County Board of Commissioners.

II. PURPOSE

To address the way residents communicate and obtain information online, county departments and agencies may consider participating in social media formats to reach a broader audience. Lucas County encourages the use of social media to further the goals and missions of its departments where appropriate.

Lucas County's Data Processing Board shall approve what social media outlets may be suitable for use by the county and its departments. Lucas County Information Services shall serve to educate departments on how to interact with outlets to achieve their goals via Civic Plus Web Content Management System.

III. POLICY

- A. All official Lucas County presences on social media sites or services are considered an extension of the county's information networks and are governed by the Internet Usage Policy dated 08/23/05.
- B. Departments that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws regarding copyrights, records retention, Freedom of Information Act, privacy laws such as HIPAA, and information security policies.
- C. Employees representing the county government via social media outlets must conduct themselves at all times as representatives of Lucas County.
- D. Departments and/or agencies are responsible for establishing, publishing, and updating their pages on social media sites via the Civic Plus Content Management System. Establishing and updating accounts directly via social media outlets outside of Civic Plus is strictly prohibited and may be removed.
- E. Sites developed must include appropriate disclaimers relating to additional social media page content "add-ons". Endorsements, sponsorships and advertisements should be avoided at all times.

- F. Only content related to agency/department programs and/or services are allowed. These include the following:
- Announcements or calendars of upcoming events
 - Media releases
 - Public service messages
- G. Social media sites that are developed are required to link back to the official county website established for the department or agency. This includes "contact us" activities.
- H. Enabling the option for commenting on social networks is prohibited. It is the responsibility of each department and/or agency to direct users to the official county website for correspondence.
- I. All agency/department social media presences will have a consistent look and feel and make use of the county and agency logos. The department/agency must agree to maintain content on their "official" site as part of the social media access terms of use.
- J. At this time, Lucas County does not permit employee access to social media outlets except for those individuals currently authorized by the Data Processing Board.
- K. All correspondence should be directed to the official Lucas County email system. Use of an external email system is strictly prohibited and may result in removal of your site.

IV. PROCEDURES

All social media requests must be submitted to the Data Processing Board for approval via request form and accompanying business justification and a board resolution if applicable. If social media requests are granted, naming conventions (URLs) for social media sites must be submitted to the Data Processing Board for approval.

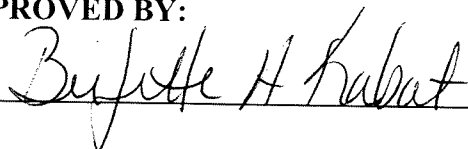
Lucas County information Services will assist all departments granted permission with access to Civic Plus tools which will be used to develop the social media content. LCIS is **NOT** responsible for on-going maintenance of any external media sites. The Civic Plus toolset will dictate the permissible social media outlets.

Agencies/Departments will maintain a record of social media sites created for County use, including, but not limited to:

- A record of the DP Board approved access request form with appropriate signatures.
- A list of authorized site content authors and editors who have access to the user id and password.

Departments or agencies are required to submit metrics to the Data Processing Board on a semi-annual basis to ensure viability and effectiveness.

APPROVED BY:



DATE:

