

Nueces County

Social Media Acceptable Use Policy

A. Purpose

The use of social media within *NUECES COUNTY* for business purposes is expanding as is the need for corresponding social media standards and guidance. The purpose of this policy is to set employee expectations and establish standards for acceptable use of social media.

B. Scope

This policy applies to all employees who use social media in the course and scope of their duties throughout their employment with *NUECES COUNTY*.

C. Definitions

social media - websites and applications that enable users to create and share content or to participate in social networking.

social media platform - is a web-based technology that enables the development, deployment and management of social media solutions and services.

D. Governing Laws & Regulations

E. Policy Statements

All requests for employee use of external social media platforms must be submitted to the Information Technology department for approval.

NUECES COUNTY's social media accounts are intended to be used solely for business purposes.

The following are examples of legitimate business usage of public social media:

- Building positive county image.
- Increasing mind share: Social media can reach large audiences at very low monetary cost, giving *NUECES COUNTY* another medium for promotion, increasing awareness.
- Providing customers with more timely and personal service in the medium that they prefer.
- Monitoring public opinion on *NUECES COUNTY*.
- Professional networking, such as maintaining academic contacts or maintaining contacts with members of professional or standards organizations.
- Quickly and efficiently responding to customer service issues. The answer to a problem can be public, making it searchable by other customers that have the same request.

The following activities are deemed inappropriate uses of social media:

- Use of social media for illegal or unlawful purposes, including copyright infringement, obscenity, libel, slander, fraud, defamation, plagiarism, harassment, intimidation, forgery, impersonation, soliciting for illegal pyramid schemes, and computer tampering (e.g. spreading of computer viruses).

Nueces County

Social Media Acceptable Use Policy

- Use of social media that in any way violates *NUECES COUNTY*'s policies, rules, or administrative orders.
- Opening attachments from unknown or unsigned sources. Attachments are the primary source of computer viruses and should be treated with utmost caution.
- Sharing social media account passwords with another person, or attempting to obtain another person's social media account password.
- County specific social media accounts, using county email addresses, on the targeted social media service are recommended.
- Use of personal social media accounts and user IDs for county use is prohibited unless approved by the Information Technology department and department head.
- Use of *NUECES COUNTY* social media user IDs for personal use is prohibited. Examples of prohibited use of *NUECES COUNTY* user IDs include: downloading and installing plug-ins or helper applications such as those that try to access the county email directory, joining groups using a *NUECES COUNTY* user ID for personal reasons, or adding personal friends to an employee's friends list.

The Information Technology department will establish access for any applicable employees to the targeted social media site(s), making exceptions in firewall, proxy, or web content filter rules.

All approved employees who are custodians of county social media accounts agree to regularly monitor and moderate activity, as well as to their use of the social media platform complies with the social media platform's Terms of Service (TOS) or Terms of Use (TOU). Each social media platform maintains its own TOS and TOU.

Creation of "groups" within the social media platform to support county goals is permitted with approval from the department head if the "group" is regularly monitored and moderated.

In compliance with *NUECES COUNTY*'s record retention requirements, social media content may be retained in an archive approved by the organization, or as backup copies, even after they are deleted. The goals of the backup and archiving procedures are to prevent document and data loss, comply with regulatory and legal requirements, and supply evidence in the event of litigation.

F. Non-Compliance

Revision History

Version ID	Date of Change	Author	Rationale