

# Social Media Use Policy

## I. PURPOSE

The purpose of this policy is to provide clear and concise direction regarding the appropriate use of LAFCO's computers, telecommunication equipment, social media tools and software.

## II. POLICY STATEMENT

The Orange County Local Agency Formation Commission (OC LAFCO) provides computer and telecommunication equipment to both staff and Commissioners for the efficient performance of their duties. OC LAFCO also uses social media sites and tools to maintain effective communication with OC agencies and the public.

This policy applies to all employees, Commissioners, consultants, interns, volunteers and other non-employees who use OC LAFCO's computers or telecommunication equipment. Each person covered by this policy has a responsibility to use OC LAFCO's computers, telecommunication equipment, social media tools and software in a manner that enhances OC LAFCO's public image and increases productivity. Failure to follow this policy may lead to disciplinary measures up to and including termination of employment.

## III. COMPUTER TELECOMMUNICATIONS EQUIPMENT

OC LAFCO's computer and telecommunications equipment consists of all electronic devices, software, and means of electronic communication including, but not limited to, the following equipment: personal computers and workstations, iPads; notebooks, laptops, and other mobile computers; mini and mainframe computers; computer hardware such as flash drives, disk drives and tape drives; peripheral equipment such as printers, modems, fax machines, video recorders, digital cameras, projectors and copiers; computer software applications and associated files and data, including software that enables access to external services, such as the Internet/Intranet; electronic mail (e-mail); telephones; cellular phones; pagers; and voicemail systems (equipment).

- **Access to computer and telecommunications equipment, messages, and electronic data**

Access to OC LAFCO's computer and telecommunications equipment is within the sole and exclusive discretion of OC LAFCO. The Executive Officer can authorize access to OC LAFCO's computers and telecommunications equipment subject to the user's written agreement to comply with this policy. All messages sent and received, including personal messages, and all data and information stored on OC LAFCO's electronic-mail system, voicemail system, or computer systems are OC

LAFCO property regardless of the content, including occasional personal voicemail and e-mail. OC LAFCO reserves the right to access all of its computers and telecommunications equipment at any time, at its sole and exclusive discretion, without prior notice to the user.

OC LAFCO personnel have no right to privacy with respect to any messages or information created or maintained on OC LAFCO's computer and telecommunications equipment. OC LAFCO may, at its discretion, inspect all files or messages on its computers and telecommunications equipment at any time for any reason. OC LAFCO, at its sole and exclusive discretion also may monitor its computer and telecommunications equipment at any time, without prior notice to the user, in order to determine compliance with OC LAFCO policies, for purposes of legal proceedings, to investigate misconduct, to locate information, or for any other business purposes.

OC LAFCO personnel should understand that any information kept or sent on OC LAFCO's computers and telecommunications equipment may be electronically recalled or recreated regardless of whether it may have been deleted or erased by a user. OC LAFCO assumes no liability for loss, damage, destruction, alteration, disclosure, or misuse of any personal data or communications transmitted over or stored in OC LAFCO's computer and telecommunications equipment. OC LAFCO accepts no responsibility or liability for the loss or non-delivery of any personal e-mail or voicemail communications or any personal data stored on any OC LAFCO property. OC LAFCO strongly discourages storage of any important or sensitive personal data on any of OC LAFCO's computers and telecommunications equipment.

- **Proper use of OC LAFCO's computers and telecommunications equipment**

OC LAFCO's computers and telecommunications equipment are to be used by OC LAFCO personnel only for the purpose of conducting OC LAFCO business and OC LAFCO-approved activities, including communication with citizens, member agencies, contractors and OC LAFCO service providers; legal and factual research; and other similar activities, except as otherwise provided.

OC LAFCO personnel may use OC LAFCO's computers and telecommunications equipment for the following incidental personal uses as long as it does not interfere with the user's duties, does not conflict with the OC LAFCO's business, is at no cost to OC LAFCO and does not violate either this or any other OC LAFCO policy:

1. To send and receive occasional personal e-mail and other communications.
2. To prepare and store incidental personal data (such as personal calendars, personal address lists, and similar incidental personal data) in a reasonable manner.
3. To use the telephone system for brief and necessary personal calls, at the caller's expense for toll calls.

4. To access the Internet for brief personal searches and inquiries outside of established work hours, provided that the user complies with all other OC LAFCO policies.

- **Improper use of OC LAFCO’s computers and telecommunications equipment**

1. Prohibition Against Harassing, Discriminatory and Defamatory Use

Under no circumstances may OC LAFCO personnel use OC LAFCO’s computer and telecommunications equipment to transmit, receive, or store any information that is discriminatory, harassing, or defamatory in any way (e.g., sexually explicit or racist messages, jokes, or cartoons). Any use of OC LAFCO computers or telecommunication equipment for any transmission or storage of pornography shall be immediately reported to appropriate legal authorities.

2. Prohibition Against Violating Copyright Law

OC LAFCO personnel must not use OC LAFCO’s computer and telecommunications equipment to copy, retrieve, forward or send copyrighted materials unless the user has OC LAFCO’s and the author’s permission or is accessing a single copy only for the user’s reference for OC LAFCO-related work.

3. Other Prohibited Uses

Under no circumstances may OC LAFCO personnel use OC LAFCO’s computer and telecommunications equipment for any illegal purpose, to disclose confidential or proprietary information of OC LAFCO or third parties, to conduct non-OC LAFCO business, to solicit or proselytize others for commercial ventures, religious or political causes, or for other purposes not related to the user’s duties or responsibilities to OC LAFCO, except for incidental personal use, as provided in the previous section.

- **Cellular Phones**

The issuance of OC LAFCO-owned cellular phones is subject to approval by the Executive Officer. When possible and practical, desk phones should be utilized prior to the use of cellular phones.

- **The Internet and On-Line Services**

OC LAFCO provides access to the Internet and online service providers. OC LAFCO expects that all users will use these services in a responsible manner and for OC LAFCO-related business purposes only, except as otherwise provided in previous sections. These OC LAFCO-related purposes include legal and factual research, electronic communication and transmission of information.

OC LAFCO personnel shall not use OC LAFCO's computers and telecommunications equipment to access, download posts or contribute to sites displaying:

1. Gross, indecent, obscene, harassing, pornographic or sexually explicit materials.
2. Gambling.
3. Illicit drugs.
4. Illegal activity.

OC LAFCO personnel shall not sign guest books at websites or post messages to Internet newsgroups, website discussion groups, or social networking websites except for OC LAFCO-related business.

#### **IV. SOCIAL NETWORKING**

The Executive Officer shall maintain a list of social media tools, as approved by the Commission, which is approved for use by OC LAFCO staff. The Executive Officer or designee will also maintain a list of OC LAFCO's login and password information. The Executive Officer or designee will inform the Commission of any new social media sites or administrative changes to existing sites. OC LAFCO must be able to immediately edit or remove content from social media sites.

OC LAFCO's website (<http://www.oclafco.org>) will remain OC LAFCO's primary and predominant internet presence. The most appropriate uses of social media tools increase OC LAFCO's ability to reach the widest possible audience. Wherever possible, content posted to OC LAFCO's social media sites will also be made available on the OC LAFCO website. The Executive Officer or designee will be responsible for the content and upkeep (including maintenance and monitoring) of all OC LAFCO social media sites.

The following social media tools have been approved by the Commission and standards have been developed for their use:

1. Twitter
2. Facebook
3. Video Posts (e.g., You Tube)
4. Wikipedia

The use of other sites must be approved by the Commission.

OC LAFCO's social media sites shall comply with all appropriate OC LAFCO policies and procedures and are subject to the California Public Records Act and Proposition 59, amending Article 1, Section 3 of the California Constitution. Any content maintained in a social media format that is related to OC LAFCO business, including a list of subscribers and posted communication (with certain exceptions), is a public record. Content related to OC

LAFCO business shall be maintained in any accessible format and so that it can be produced in response to a public records request. The Executive Officer is responsible for responding completely and accurately to any public records request for public records on social media.

Users and visitors to OC LAFCO's social media sites shall be notified that the intended purpose of the site is to serve as a means of communication for OC LAFCO. OC LAFCO's social media site articles, posts and comments shall conform to all of LAFCO's content policies. Users shall be informed by posting to the OC LAFCO's social media sites that OC LAFCO disclaims any and all responsibility and liability for any materials that OC LAFCO deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see OC LAFCO's Facebook and Video Posting standards), in accordance with OC LAFCO's policy on the retention of such information. OC LAFCO reserves the right to remove any content that is deemed in violation of this policy or any applicable law.

- **Twitter Standard**

Twitter is a micro-blogging tool that allows holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, OC LAFCO will communicate information directly to their Twitter followers, alerting them to news and directing them to OC LAFCO's website for more information.

- Purpose

Twitter accounts shall serve three primary purposes:

1. Disseminate immediate, interesting and important information.
2. Promote OC LAFCO-sponsored meetings, events and programs.
3. Refer followers to a news item or content hosted on OC LAFCO's website.

- Content

The Executive Officer or designee shall hold and maintain OC LAFCO's Twitter account. OC LAFCO will have only one Twitter account. Account information, including usernames and passwords, shall be kept by the Executive Officer.

OC LAFCO's biography and/or background information will include a link to OC LAFCO's website where the following disclaimer information will be posted: "This is an official Orange County LAFCO Twitter account. For more information about OC LAFCO, please visit [www.oclafo.org](http://www.oclafo.org). This site is intended to serve as a mechanism for communication between the public and OC LAFCO on OC LAFCO-related topics

and has a forum to further the mission of OC LAFCO. Any direct tweets to this page and its list of followers may be considered a public record which is subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the Executive Officer.”

OC LAFCO’s Twitter username shall begin with “OC LAFCO.” The main image shall be OC LAFCO’s logo. Information posted on Twitter shall conform to the existing policies of OC LAFCO. Tweets shall be relevant, timely and informative. Twitter content, as much as possible, shall mirror information presented on the OC LAFCO website. The Executive Officer or designee shall ensure that information is posted correctly the first time. OC LAFCO will use proper grammar and standard AP style and will avoid the use of jargon and abbreviations. Twitter is more casual than most other communication tools, but communications must still reflect the professionalism of OC LAFCO at all times.

- **Facebook Standards**

Facebook is a social networking site that continues to grow in popularity and functionality. Businesses and government agencies have joined individuals in using Facebook to promote activities, programs, projects and events. These standards are designed for OC LAFCO to drive traffic to its website and to inform more people about OC LAFCO activities. As Facebook changes, these standards may be updated as needed.

- **Establishing Page**

Applications will not be added to the OC LAFCO’s Facebook site without the express written approval of the Executive Officer. The Executive Officer or designee will register the page with an OC LAFCO email address. Personal Facebook profiles shall not be used to administrate OC LAFCO pages.

- **Types of “Pages”**

OC LAFCO will create “pages” on Facebook (not “groups”). Facebook “pages” offer distinct advantages including greater visibility, customization and measurability.

- **Format**

For “type” description, choose “government.” The main image shall be LAFCO’s logo or an appropriate photo. OC LAFCO will include the agency’s mission statement in the introduction box on the Wall Page. Using the FBML static page application, a boilerplate section should contain a description of OC LAFCO and the following:

“This is an official Facebook page of LAFCO of Orange County. For more information about OC LAFCO please visit [www.oclafco.org](http://www.oclafco.org). This site is intended to serve as a mechanism for communication between the public and OC LAFCO on the listed topics and as a forum to further the mission of OC LAFCO. Any comment submitted to this page and its list of fans may be considered a public record which is subject to

disclosure pursuant to the California Public Records Act. Public information requests must be directed to the Executive Officer.”

If comments are turned on, the FBML page shall also include a Comment Policy Box with the following disclaimer:

“Comments posted to this page will be monitored and inappropriate content will be removed as soon as possible. Under OC LAFCO Social Media Use Policy, Standards and Procedures, OC LAFCO reserves the right to remove inappropriate content, including, but not limited to, those items that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, promote illegal activity and promote commercial services or products. OC LAFCO disclaims any and all responsibility and liability for any materials that OC LAFCO deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.”

- Page Administrators

The Executive Officer will designate one or more staff members as page administrators who will be responsible for monitoring OC LAFCO’s Facebook page. Only designated OC LAFCO staff members will make posts. The Executive Officer or designee will be responsible for ensuring content is not stale.

- Comments and Discussion Boards

Comments to the Wall Page will be monitored once a week. If OC LAFCO is unable to monitor content weekly, comments to the Wall shall be turned off. Discussion Boards shall be turned off unless specifically approved by the Commission.

- Photos and Video

Page administrators may add photos and videos to OC LAFCO’s Facebook page. If there are postings of photos and/or videos of the public, staff must secure waivers by individuals depicted in the photo and/or video. Photos and/or videos of OC LAFCO’s employees taken during regular office hours may be posted without obtaining waivers. Videos must follow the Video Posting Standard. The ability for fans to post photos, videos and links shall be turned off.

- Applications

Common Facebook applications can allow users to stream videos and music, post photos, and view and subscribe to RSS feeds. An application must not be used unless it serves an appropriate and valid business purpose, adds to the user experience, comes from a trusted source, and is approved by the Executive Officer. An application may be removed at any time if OC LAFCO determines that it is causing a security breach or spreading viruses.

- Archive

The Executive Officer or designee will maintain an electronic record or printout of any information necessary to retain for the purposes of public records retention in accordance with the applicable OC LAFCO policy regarding the retention of such information.

- Indemnity

OC LAFCO shall take all necessary steps to bind the agency to all required terms of service prior to establishing a Facebook account.

- **Video Posting Standards**

OC LAFCO will enable access to online video content to enhance the public's ability to access OC LAFCO-related information online. Key objectives for video content shall meet one or more of the following goals:

- To further OC LAFCO's mission.
- To provide information about OC LAFCO services.
- To showcase OC LAFCO, community events and explore OC LAFCO issues.

OC LAFCO encourages the use of video content to further the goals of the OC LAFCO where appropriate. These standards should be used in conjunction with the OC LAFCO's Social Media Use Policy, Standards and Procedures.

- Video Posting Guidelines

The Executive Officer or designee will be responsible for approving the video content. Video quality must be comparable to DVD resolution quality. Low-quality video will be considered as long as the audio portion is clear, and the content is compelling and informative. All videos must be posted on OC LAFCO's website and the department's Facebook page. OC LAFCO must secure a disclaimer from the author or owner or the right to use all or part of a video if the video was not produced by OC LAFCO.

Videos streamed from other sources may not be posted to OC LAFCO's website without written permission of the Executive Officer. Links to external videos are permitted, but must only be used when content is relevant and written approval of the Executive Officer is received.

- Submitting Videos to Hosting Sites

Videos may be submitted to hosting sites such as YouTube and Vimeo as well as Facebook on a case-by-case basis under the direction of the Executive Officer or designee. Most of these sites limit the video to the lesser of 10 minutes in length or



less than 1 GB of data storage. Comments posted to these sites must be monitored or the ability to post a comment shall be turned off. Comments must adhere to the guidelines stated in this policy.

- Archive

Any video posted to a third party's video site must also be posted on OC LAFCO's website for purposes of records retention.

### **Wikipedia Posting Standards**

Wikipedia is a free, collaborative Internet encyclopedia. Its 20 million articles have been written collaboratively by volunteers around the world. Wikipedia has become the largest and most used general reference work on the Internet. Key objectives of Wikipedia content shall meet one or more of the following goals:

1. To accurately inform the public about OC LAFCO's purpose.
2. To explain OC LAFCO's powers and role in local government.
3. To provide access to additional resources about OC LAFCO.

## **V. SOFTWARE USE ON OC LAFCO'S COMPUTERS AND TELECOMMUNICATIONS EQUIPMENT**

No software is to be installed, downloaded or used on OC LAFCO's computer and telecommunications equipment that has not been paid for and appropriately licensed. No user may load any software on OC LAFCO's computers, by any means, unless authorized in writing in advance by the Executive Officer or designee. Authorization to load software onto OC LAFCO's computers will not be given until the software to be loaded has been scanned thoroughly for viruses.

- **OC LAFCO Software for Home Use**

Use of software purchased by OC LAFCO on home computers is generally prohibited but may be allowed in certain situations based on the licensing provisions of the software. Before installing, transferring, or copying any software from media or directly from OC LAFCO's computer and telecommunications equipment to another computer, OC LAFCO personnel must request permission and receive written authorization from the Executive Officer or designee.

- **Use of iPads by Commissioners**

To save staff time and agency costs, OC LAFCO agenda packages are available to Commissioners for downloading on iPads. An iPad is available to each Commissioner for this purpose. Commissioners may use their agency-issued iPads for public agency-related business.

## **VI. CONFIDENTIAL INFORMATION AND SECURITY ISSUES**

OC LAFCO must be sensitive to the protection of privileged communications, trade secrets and other confidential and proprietary information of both OC LAFCO and third parties (Confidential Information). Therefore, OC LAFCO personnel are expected to use reasonable judgment and adhere to the highest ethical standards when using or transmitting Confidential Information on OC LAFCO's computers and telecommunications equipment. Confidential Information shall not be accessed through OC LAFCO's computers and telecommunications equipment in the presence of, or transmitted to, unauthorized individuals. Similarly, Confidential Information should not be left visible on a computer screen, nor should a computer screen showing Confidential Information be left unattended.

OC LAFCO's computers and telecommunications equipment can be accessed only by entering a password. Passwords are intended to prevent unauthorized access to information. OC LAFCO personnel are expected to maintain the confidentiality of their passwords. OC LAFCO personnel should use care in the creation of passwords and should not use passwords that might be readily deduced by unauthorized users.

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