

**SALT LAKE COUNTY
COUNTYWIDE POLICY
ON
INFORMATION TECHNOLOGY SECURITY
POLICY 1400-6: SOCIAL MEDIA USE POLICY**

Purpose-

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, County agency management may consider using social media to reach a broader audience. Salt Lake County encourages the appropriate use of social media to further the goals of the County and the missions of County agencies. Salt Lake County has an overriding interest and expectation in deciding what is "spoken" on behalf of the County on social media. This policy establishes guidelines for the use of social media.

Reference-

The policy and standards set forth herein are provided in accordance with Section 3.10 of countywide policy 1400, which directs Salt Lake County Information Technology to provide security systems and policies.

Also reference the following: Countywide Policy 2130 - GRAMA - Electronic Records Retention Policy Human Resources Policy 3-300 - Standards of Conduct

1.0 Scope

This policy applies to all Salt Lake County employees, contractors, volunteers, Consultants, and service providers performing business on behalf of Salt Lake County insofar as they use any County sponsored social media services. Salt Lake County agencies using social media prior to the implementation of this policy shall achieve full policy compliance within 180 days of the effective date of this policy.

2.0 Definitions

Approved Social Media Service

A social media service that has been approved for use by County agency management and the Director of County Information Technology.

County Agency Management

With respect to their own individual offices or departments, any of the following, or their designees: County Mayor, County Executive Branch Department Directors, County Elected Officials, or the County Council as a whole.

Information Technology Resource(s) and/or System(s) (IT resource(s) and/or system(s))

Computers, hardware, software, data, storage media, electronic communications (including, but not limited to, e-mail, fax, phones, phone systems, and voice mail), networks, operational procedures, and processes used in the collection, processing, storage, sharing, or distribution of information within, or with any access, beyond ordinary public access to, the County's shared computing and network infrastructure.

Social Media

Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create web content, organize content, edit, or comment on content, combine content, and share content. Social media services use many technologies and forms, including but not limited to RSS and other syndicated web feeds, blogs, wikis, photo sharing, video sharing, podcasting, social bookmarking, mashups, widgets, virtual worlds, and micro-blogs. Not all forms of social media may be appropriate for use by County agencies.

3.0 Policy Statement

- 3.1 All Salt Lake County social media sites shall be approved by the requesting County agency management.
- 3.2 All Salt Lake County social media sites shall be published using approved County social media services.
- 3.3 All Salt Lake County social media sites shall be administered by the requesting County agency management or their designees.
- 3.4 Comments from the public may be allowed on County social media sites. County agency social media forums shall be structured as limited public forums.

Discussion forums may be monitored to ensure comments stay on topic, further the sponsoring County agency's mission, and otherwise comply with Countywide Policy 1400-6.2 – Social Media Terms of Use. County agencies may remove postings consistent with applicable laws and countywide policies. Only those who have received training pursuant to subsection 6.0 of this policy, and/or Countywide Policy 1400-6.1 – Social Media Management, may monitor County social media sites and remove content. All sections of social media sites that allow comments must, whenever feasible, include a link to the Salt Lake County social media disclaimer and the County's social media use policy – Countywide Policy No. 1400-6, the County's social media management policy – Countywide Policy No. 1400-6.1, and the County's social media terms of use – Countywide Policy No. 1400-6.2.

- 3.5 All County agency social media sites must, whenever feasible, include a link back to the official County agency Internet site for original content, forms, documents, and other information. Sites must also, whenever feasible, prominently display County agency contact information and the Salt Lake County, office, or department logo.

Where allowed and practicable, County agency social media sites shall seek to obtain official verification from the approved social media service.

- 3.6 All County agency social media sites are subject to County IT security policies, E-Records policy and Human Resources conduct policies. Anyone representing Salt Lake County and County agency management via social media outlets shall conduct themselves at all times as a representative of the County.
- 3.7 County agency management will ensure that the use of County agency social media sites complies with Terms of Service (TOS) or Terms of Use (TOU), as applicable.
- 3.8 All communication and public interaction should take place with the county social media account itself. Personal social media accounts should only be used to gain access to public-facing accounts for the purpose of administering said accounts.
- 3.9 Use of personal email accounts for County agency social media sites should be avoided if possible.
- 3.10 It is the responsibility of county agencies to ensure that unauthorized persons are not allowed to make changes to county agency social media sites.
- 3.11 County Social media accounts associated with elected offices should be maintained by the incumbent during their term of office and are to be transitioned to successors in office consistent with policy and applicable law.

4.0 Exceptions

Other exceptions to this policy shall be approved in conformance with Countywide Policy 1001 – Policy Implementation Procedure.

5.0 Enforcement

Anyone found to have knowingly violated this policy shall be subject to disciplinary action, including but not limited to temporary loss of network connectivity, loss of Internet access, or complete and permanent termination of access to any Salt Lake County network.

Cumulative violations may lead to other disciplinary action up to and including dismissal from County employment.

6.0 Education

County agencies are responsible to educate staff that work with social media about this policy.

AMENDED, APPROVED, and PASSED this 20 day of July, 2021

SALT LAKE COUNTY COUNCIL


Steve DeBry, Chair

Attest:



Sherrie Swensen, County Clerk

APPROVED AS TO FORM:

Bradley C. Johnson
Digitally signed by Bradley C. Johnson
Date: 2021.06.29 09:34:56 -06'00'

District Attorney's Office

**SALT LAKE COUNTY
COUNTYWIDE POLICY ON INFORMATION TECHNOLOGY SECURITY**

POLICY 1400-6.1: SOCIAL MEDIA MANAGEMENT

Purpose-

Salt Lake County Government, through its elected officials, and other departments, divisions, committees, commissions, and boards, possesses the discretion to use social media platforms to provide pertinent public information to Salt Lake County residents and other interested members of the general public. This policy establishes guidelines for the management and control of such social media accounts.

Reference-

The policy and standards set forth herein are provided in accordance with Countywide Policy 1400-6 - Social Media Policy, which establishes policies regarding social media use. Also at issue are Countywide Policy 2130 - GRAMA and Human Resource Policy 3-300 - Standards of Conduct.

1.0 Scope

1.1 This policy applies in all circumstances where a social media account is owned or controlled by Salt Lake County Government, through its elected officials, and several departments, divisions, committees, commissions and boards, including any social media account used by an elected official to conduct County business, even if conducting County business is not the sole purpose of the account. This policy does not apply to purely personal social media accounts owned or controlled by an elected county official in his or her personal and private capacity, nor to any campaign election or re-election account owned and controlled by a campaign election or reelection committee or person campaigning for public

office.

- 1.2 Each authorized employee of an elected official using social media is expected to act in a professional manner and possess a clear understanding of this policy and its underpinnings. Such persons must use social media only in a manner that advances the public's interests and in a manner that is consistent with the County's other communication policies, practices and procedures.

2.0 Policy Statement

- 2.1 **Public Records.** Social media sites or accounts owned or controlled by Salt Lake County Government, through its elected officials, and several departments, divisions, committees, commissions and boards, including any social media account used by an elected official to conduct County business constitute public records subject to the Utah Government Records Access and Management Act (GRAMA). Any content placed or maintained on a social media site or account, including subscriber lists and posted content or communications constitute public records.
- 2.2 **Authorized Salt Lake County Users.** Authorized users of County owned and controlled social media accounts, including its elected officials and their respective employees, and all County departments, divisions, committees, commissions, and boards and their respective employees, are expected to communicate at all times in a manner consistent with the County's standards or conduct and professionalism. Authorized users should be aware that no one has any expectation of privacy in their use or participation with a County owned or controlled social media account, and each should refrain from comments that are contrary to official Salt Lake County policies, procedures, or practices.

- 2.3** Public Users. Public users or visitors to County owned and controlled social media accounts or sites should be aware the intended purpose of County social media is to serve as a means of communication between Salt Lake County Government, including its elected officials, and all County departments, divisions, committees, commissions and boards and other members of the public. Such persons should be aware the County disclaims responsibility for materials the County deems inappropriate for posting and/or in contravention of the law that the County cannot remove in an expeditious or timely manner.
- 2.4** Prohibited Public Use. Countywide Policy 1400.6.2 - Social Media Terms of Use outlines the standards public users must follow when posting content and comments on County owned and controlled social media accounts or sites. If a public user's posted content or comments violate the public use standard as outlined in Countywide Policy 1400.6.2., and pursuant to Point 2.6 below, the County, its elected officials and other departments, divisions, committees, commissions, and boards, may remove the offending content.
- 2.5** The County promotes healthy public discourse and will tolerate a level of decorum that is conducive to orderly government processes. The County, its elected officials and all County departments, divisions, committees, commissions, and boards do not discriminate based on viewpoint, nor because a comment is posted anonymously or expresses disagreement with County action, policy, custom, or practice. Any such content will not be flagged, minimized or removed and no user blocked so long as the content meets the Social Media Terms of Use.

2.6 Violations of Social Media Terms of Use - Hiding or Minimizing Content.

- 2.6.1** When a public user has violated the Social Media Terms of Use, authorized personnel will contact the social media user through direct messaging or other available means, describe the violation, and request voluntary removal or edit of the material or comment(s).
- 2.6.2.** If the user fails to voluntarily remove or edit the material or comment(s), authorized personnel may minimize or hide the comment or material.
- 2.6.3.** Before hiding a comment or material, a copy must be retained (i.e., through a screen shot, etc.) by the County and/or or pertinent elected official, or other County department, division, committee, commission, or board who owns or controls the pertinent social media account or site.
- 2.6.4.** If a comment or material is hidden, authorized personnel must notify the public user through a direct message or other available means that the user may appeal the decision by sending an email within five business days to the pertinent elected official, or other County department, division, committee, commission or board who owns or controls the social media account or site.
- 2.6.5.** Upon timely appeal, a comment or post may be restored for public view upon a determination the post does not violate the Social Media Terms of the Use.

2.7 Violation of Terms of Use - Removing Content or Blocking a User.

- 2.7.1.** Where the County determines that a public user has repeatedly violated the Social Media Terms of Use, authorized personnel will contact the public user through direct messaging or other available means, describe the violation, and request voluntary removal or edit of the material or comment(s).
- 2.7.2.** If the user fails to voluntarily remove or edit the material or comment(s), authorized County personnel or persons employed by the elected official or other department, division, committee, commission, or board who owns or controls the pertinent social media account may remove the offending content and/or block the user.
- 2.7.3.** Before deleting a comment or material a copy must be retained by the elected official or other department, division, committee, commission, or board who owns or controls the pertinent social media.
- 2.7.4.** If the comment or material is deleted or the user is blocked, authorized personnel must notify the public user through a direct message or other available means that the user may appeal the decision by sending an email within five business days to the pertinent elected official, or other County department, division, committee, commission or board who owns or controls the social media account or site.
- 2.7.5** Upon timely receipt of an appeal, a comment may be restored and/or a public user's access restored, if authorized personnel determine there are grounds for restoration. A written statement from the public user that he or she will abide in the future by the Social Media Terms of

User shall constitute grounds, except where despite making such an affirmation a public user persists in the violating the terms of use,

2.7.6. A public user whose access has been blocked may, after a period of one year after the user was blocked or where the actions blocking a user are upheld after appeal, submit a written request to the elected official, or other County department, division, committee, commission or board who owns or controls the pertinent social media account to unblock the user.

3.0 Training

To further this policy, County communications personnel and the Office of the Salt Lake County District Attorney will provide trainings, as needed, for those authorized to engage in social media use on behalf of the County's behalf.

4.0 Records

Salt Lake County Government, its elected officials, and all other departments, divisions, committees, commissions, or boards who own or control a social media account from which content has been removed or a public user's access blocked must preserve records of the removed or blocked content for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Any removal or deletion of comments or posts by the public must be considered public records and must be preserved pursuant to GRAMA. Authorized users for the elected official, or other department, division, committee, commission, or board who owns or controls the pertinent social media account must also work with County Records and Archives to ensure the records are properly retained.

5.0 Security

The County should take all necessary steps to follow directions from County IT to ensure social media accounts are secure from accidental or intentional attacks.

Passwords should be adequately complex to prevent cyberattacks. Passwords should not be sent through email. If a cyberattack is suspected, the executive officer, elected official, or department, division, committee, commission, or board who owns or controls the pertinent social media account should immediately contact IT.

AMENDED, APPROVED, and PASSED this 20 day of July, 2021.

SALT LAKE COUNTY COUNCIL


Steve DeBry, Chair

Attest:


Sherrie Swensen, County Clerk

APPROVED AS TO FORM:

Bradley C. Johnson Digitally signed by Bradley C. Johnson
Date: 2021.06.29 09:30:18 -06'00'

District Attorney's Office

**SALT LAKE COUNTY
COUNTYWIDE POLICY
ON
INFORMATION TECHNOLOGY SECURITY**

POLICY 1400-6.2: SOCIAL MEDIA TERMS OF USE

Purpose –

Salt Lake County Government, through its elected officials, and other departments, divisions, committees, commissions, and boards, possesses the discretion to use social media platforms to provide pertinent public information to Salt Lake County residents and other interested members of the general public. This policy establishes terms of use regarding public use of such social media accounts.

Reference –

The policy and standards set forth herein are provided in accordance with Countywide Policy 1400-6, which establishes policies regarding social media use. Also at issue are Countywide Policy 2130 - GRAMA and Human Resource Policy 3-300 - Standards of Conduct.

1.0 Scope

1.1 Salt Lake County promotes healthy public discourse and will tolerate a level of decorum that is conducive to orderly government processes. The County, its elected officials and all other departments, divisions, committees, commissions, and board do not discriminate based on viewpoint, nor because a comment is posted anonymously or expresses disagreement with County action, policy, custom or practice. Such content will not be flagged, minimized, or removed and no user blocked so long as the content meets the Social Media Terms of Use.

1.2 An individual who accesses or uses a social media account owned or controlled by Salt Lake County Government, its elected officials, or other department, division, committee, commission, or board (the "User") accepts, without limitation, the following terms of use ("Terms"). The County its elected officials or other departments, divisions, committees, commissions, or boards who own or control a social media account maintain the right to modify these Terms without notice. Any change is effective upon posting.

1.3 A User is also subject to any terms of use of the social media platform provider, over whose terms of use, content, commercial advertisements or other postings, the County, its elected officials, or other departments, divisions, committees, commissions, or boards have no control.

2.0 Policy Statement

2.1 Comment Policy. Posted content (comments, photos, links, or other material, referred to hereafter as "Comments") must relate to discussion of County programs, services, projects, issues, events, or activities. Comments posted on this account will not be edited by the County, its elected officials, or other department, division, committee, commission, or board. The County, its elected officials and other departments, divisions, committees, commissions, and boards, reserve the right to hide or remove Comments that do not relate to the County business, including but not limited to, Comments that:

1. Promote, foster, or perpetuate discrimination based on race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, sexual orientation, gender identity, or other form of

discrimination as defined by state or federal law or County ordinance;

2. Use slanderous, or defamatory attacks;
3. Threaten, harass, or use foul or profane language;
4. Encourage or condone illegal conduct or activity;
5. Use obscene or sexual content, or include links to obscene sexual content, including indecent or pornographic material;
6. Disclose private, protected, or confidential material as defined by state, federal law, or County ordinance;
7. Compromise public health or safety, or the health, safety, and security of public systems;
8. Advertise, promote, or solicit any service or products;
9. Use spam, including links to external online sites;
10. Violate a legal ownership interest of any person, including improper use of trademark or copyrighted material;
11. Promote the candidacy of any person, petition, or referendum; and
12. Are repetitively disruptive.

2.2 Comments posted by a public user are the opinion of the User and do not necessarily reflect the opinion or policy of Salt Lake County, its elected officials, other county departments, divisions, committees, commissions, and boards, employees, or agents.

2.3 Comments posted online - to the extent they do not contain information that discloses private, protected, or confidential material in violation of these Terms - are considered a public record subject to public disclosure under the Utah Government Records and Access Management Act ("GRAMA").

- 2.4** Comments made on a social media site do not constitute a legal or official notice or comment to Salt Lake County, or its elected officials and will not be regarded as a request for service.
- 2.5** Comments posted online and that request a copy or copies of public records will not be considered or answered. Public records requests should be made in accordance with Countywide Policy 2030- GRAMA Access to Records.
- 2.6** A social media account owned or controlled by the County, its elected officials, or other departments, divisions, committees, commissions, or boards may contain links to websites that are not owned or controlled by the County, its elected officials, or other departments, divisions, committees, commissions, or boards. The County is not responsible for content that appears on those websites and may provide links as a convenience only.
- 2.7** The County, its elected officials, and other departments, divisions, committees, commissions, and boards reserve the right to hide, remove, mute, or delete information posted by a User that violates these Terms, or to report to a Provider any User whose conduct may constitute a violation of the Provider's terms of use. Repeated or egregious violations of these Terms may result in denial of access to the particular social media account. Such actions will be taken pursuant to Countywide Policy 1400-6.1 - Social Media Management Policy.

3.0 Disclaimers

- 3.1** Neither the County, nor its elected officials, or other departments, divisions, committees, commissions, and boards guarantee that Comments on County owned and controlled social media accounts or sites - including those owned

and controlled by an elected official in his or her official capacity - are monitored regularly; thus, Users should not use such an account to contact or provide notice to the County, its elected officials or other departments, divisions, commissions, committee, or boards, of dangerous conditions on public property. If a dangerous condition exists, contact the appropriate law enforcement department, the fire department, public utilities, or other relevant department.

3.2 Neither the County, nor its elected officials, or other departments, divisions, committees, commissions, and boards guarantee the completeness or accuracy of any information posted on a social media account or site.


3.3 Information posted by the County, its elected officials, or other departments, divisions, committees, commissions, and boards is provided on an "as is" basis and the User assumes the risk of use or reliance on such information. Neither the County, nor its elected officials, or other departments, divisions, committees, commissions, and boards are liable for any injury or damages resulting from viewing, distributing, or copying materials on this account, including without limitation, liability for indirect, special, incidental, or consequential damages.

AMENDED, APPROVED, and PASSED this 20 day of July, 2021.

SALT LAKE COUNTY COUNCIL


Steve DeBry, Chair

Attest:


Sherrie Swensen, County Clerk

APPROVED AS TO FORM:

Bradley C. Johnson Digitally signed by Bradley C. Johnson
Date: 2021.08.29 09:28:56 -06'00'

District Attorney's Office