

# CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Sitting/Acting as (if applicable)  
**Policy Session Worksheet**

**Presentation Date:** 04/12/2016 **Approx Start Time:** 1:30 p.m. **Approx Length:** 30 minutes

**Presentation Title:** Clackamas County Social Media Guidelines

**Department:** Public and Government Affairs

**Presenters:** Tim Heider, Dylan Blaylock

**Other Invitees:** Gary Schmidt, Amy Kyle

## WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

INFORMATIONAL ONLY: This is a presentation of revised social media guidelines and best practices uses. No decision is required.

### EXECUTIVE SUMMARY:

Public and Government Affairs has completed new and comprehensive guidelines and best practices for utilizing social media as a messaging and communications tool to promote County services and educate the public about Clackamas County.

The new guidelines were necessary to meet the growing need and to provide consistent guidance and coordination for social media presences maintained by the County.

Clackamas County has steadily built social media followings that are, today, larger than any other Oregon county. The County's official Facebook page, for example has more followers (over 3,360) than any other Oregon county. It is also expected that, in 2016, Clackamas County messaging via Twitter will surpass more than 1 million impressions.

These new guidelines:

- Establish a consistent process for posting content to official social media presences
- Clarify PGA's role in providing guidance and consultation for social media communications
- Establish standards for social media postings and public comments
- Provides a comprehensive and coordinated approach (while Provides autonomy to successful departmental presences that were grandfathered as such prior to the 2011 social media policy), and
- Outline how PGA will offer future archiving for presences to adhere to Oregon law

PGA looks forward to working with all departments in maximizing the impact of social media messaging. As the use of social media continues to grow, these mediums offer a tremendous opportunity to educate residents about how Clackamas County serves them.

### FINANCIAL IMPLICATIONS (current year and ongoing):

Is this item in your current budget?  YES  NO

What is the cost? Personnel costs only.

What is the funding source? General Fund

**STRATEGIC PLAN ALIGNMENT:**

- **How does this item align with your Department's Strategic Business Plan goals?**
  1. By 2018, 50% increase in social media followers.
  2. By 2018, 50% of residents surveyed report that they are engaged with county government.
  3. By 2018, 60% of residents report that they are aware of services provided by the county.
  
- **How does this item align with the County's Performance Clackamas goals?**
  - Build public trust through good government

**LEGAL/POLICY REQUIREMENTS:**

N/A

**PUBLIC/GOVERNMENTAL PARTICIPATION:**

Public and Government Affairs will distribute copies of the final report to employees and will manage the social media presences of County departments excluding those grandfathered presences.

**OPTIONS:**

N/A

**RECOMMENDATION:**

N/A

**ATTACHMENTS:**

Social Media guidelines and best practices manual  
Social Media guidelines Power Point.

**SUBMITTED BY:**

Division Director/Head Approval \_\_\_\_\_  
Department Director/Head Approval s/Gary Schmidt  
County Administrator Approval \_\_\_\_\_

For information on this issue or copies of attachments, please contact Tim Heider @ 503-742-5911

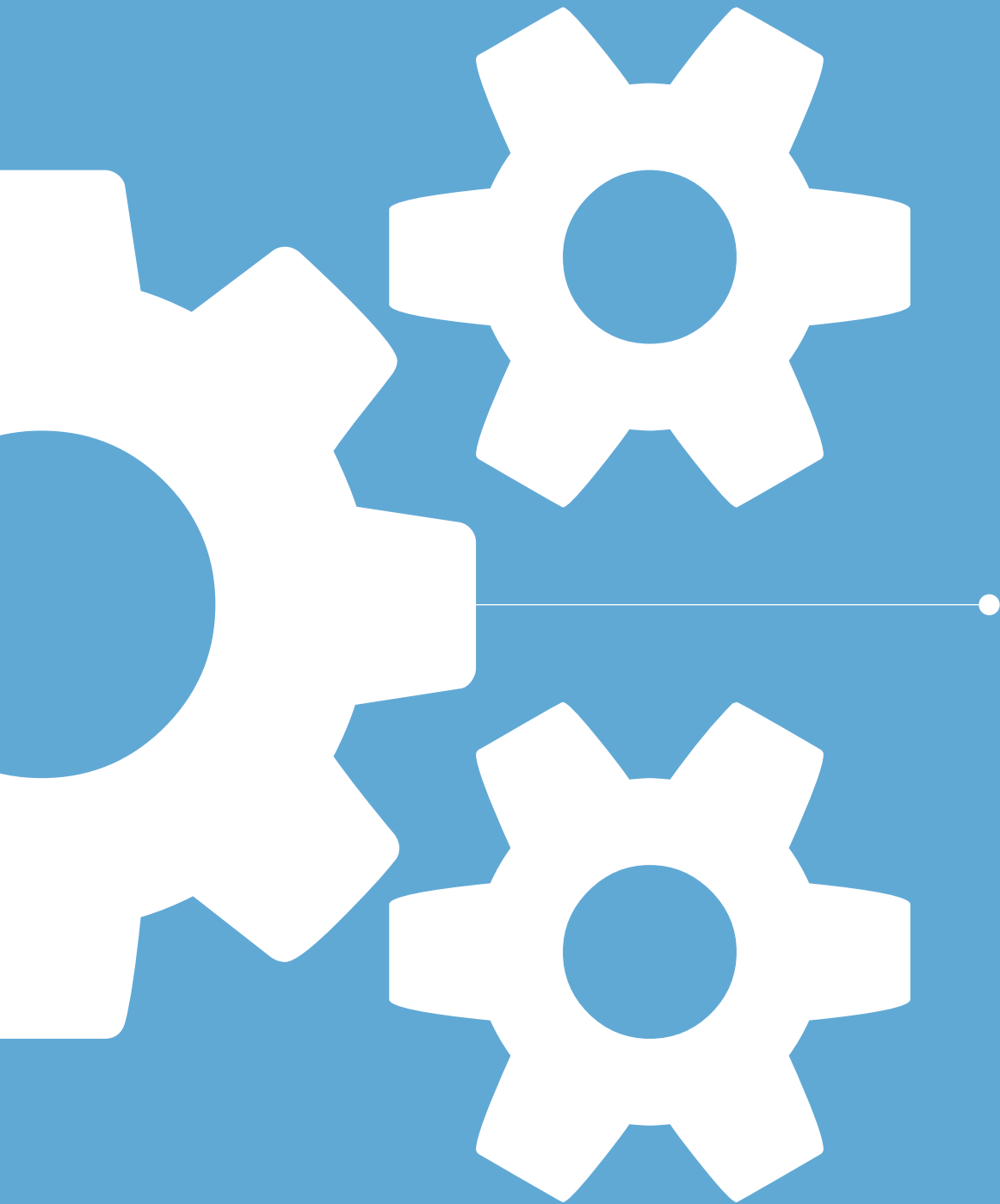
<Version two.April 2016>



# SOCIAL MEDIA USE GUIDELINES

Clackamas County Public & Government Affairs





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# Welcome to our **Social Media Use Guidelines**

*Updated: March 2016*

Clackamas County is engaged in active social media outreach and promotion. Public and Government Affairs (PGA) is responsible for the strategic deployment of the County's official social media assets.

The purpose of these guidelines is to:

- Explain PGA's coordinated social media approach across County departments and ensure it is effective, transparent and approachable.
- Establish the process for creating and posting content to the County's social media channels.
- Detail how PGA offers consistent and pro-active social media support on a departmental level, including archiving, analysis and content enhancement.
- Ensure that County employees utilizing social media understand some of the best practices, strategies, policies and ethical standards for effective social media use.

## What these guidelines cover

These guidelines provide direction for County employees utilizing social media in performing authorized work for the County. The guidelines also apply to an employee's personal use of social media while utilizing County-issued equipment, which is covered under EPP #59. Please note that the purposes of EPP #59 include establishing rules governing use of County information and technology related to the workplace. Clackamas County provides use of information and technology to enable the County to provide its services in a timely and efficient manner.

Please note that upon termination of employment, as detailed by EPP #59, all equipment/software must be turned back into the County without any further use. Please further note that violation of EPP #59 may result in employees having accounts terminated and being directed to return technology or information to Clackamas County Technology Services. County employees are also subject to disciplinary action, up to and including dismissal as defined in Clackamas County Code Section 2.05.190, for violation of EPP #59. Depending upon the offense, violators of this policy and other related regulations may be subject to civil and/or criminal penalties including fines and imprisonment.

## Definitions

- **Social Media Channels:** Digital platforms that allow users to create and share information, ideas or questions with other users or audiences. Popular social media channels include Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Google+.  
*For the purposes of these guidelines, blogs are not considered to be social media.*
- **Social Media Presence:** The specific account/profile that a user or organization has on a social media channel. For example, PGA manages the Clackamas County presence, or page, on Facebook.
- **Post:** Any content generated or shared on social media presences. Posts can include, but are not limited to, messages, links, images, maps, videos and emoticons.
- **Landing Page:** A webpage that users are directed to from social media posts. For example, the front page of the Clackamas County website might be where Facebook users are directed to click on from County posts.

## Background & current state of Clackamas County social media

The rise of social media reflects our increasingly digital world and presents a tremendous opportunity for Clackamas County to provide timely and important information directly to the public. Such channels are remarkably popular – as of early 2015, an estimated 58% of American adults have a Facebook profile. Fifty-two percent of American adults use two or more social media sites.

Clackamas County encourages social media as an effective outreach tool to promote its numerous programs, initiatives and services. PGA manages several official Clackamas County social media presences on which content is regularly posted. These channels include, but are not limited to, Facebook, Twitter, YouTube and Vimeo. It is not uncommon for content on these channels to reach more than 10,000 people in a given week.

Social media communications must be publicly accessible. PGA has a strategic goal to coordinate these communications, and can assist County departments to ensure that all social media content is strategically deployed.

In 2011, the Board of County Commissioners approved the first County social media policy, giving control of all County-related social media presences to PGA (except those grandfathered in). These guidelines serve to update and clarify that policy.



## PGA, key parties & roles

The mission of PGA is to provide public engagement, intergovernmental and legislative relations, consultation, and communication services to the public, the Board of County Commissioners and all departments so they can build connections and trust between people and their government.

Because of the need to provide coordinated and consultative communications, PGA is responsible for the administration and content deployment of all official Clackamas County social media channels. Relevant staff and roles, for the purposes of these guidelines, include:

→ **The County Social Media Coordinator**, who runs the official Clackamas County social media presences and oversees their day-to-day content. This person also serves as a resource/consultant for Departmental Social Media Coordinators

and Providers.

→ **Departmental Social Media Coordinators**, who are often embedded PGA staff, charged with oversight and management of their department's social media content.

→ **Departmental Social Media Providers**, who have the authority to recommend and generate draft content for use on official County social media presences. Such content is sent to the Departmental Social Media Coordinator.

## Checklist: Contributing to a County social media presence Checklist

The majority of County departments do not have stand-alone social media presences. PGA staff and its managed official County social media presences are available to be utilized to effectively communicate your desired messages. Our presences, which are a departmental priority, are developing significant followings. PGA stands ready to help you craft effective posts, social media campaigns, and two-way communication with relevant stakeholders.

**We want to help all departments utilize these powerful tools.**

For departments that wish to contribute to established County social media presences, PGA will provide best-practices consultation and training to support that effort. PGA staffers embedded in County departments will serve as Coordinator for that department. If your department does not have an embedded staffer, PGA will assign one of its staff to support you provided your department does not have independent presences.

PGA offers several resources to facilitate engagement in social media. These include these guidelines and a corresponding **Social Media User Guide** which includes a "best practices" section for specific channels. PGA also offers content trainings upon request.

When a department is ready to begin contributing to a County social media presence, PGA will set up an initial meeting with the Department Generators, Contributors and the County Social Media Coordinator, who will detail the typical procedure for submitting content.

**Note:** The creation of any new social media profile or presence for Clackamas County must first be approved by PGA. For more on how to do this, contact Public Affairs Manager Tim Heider.

## Regular process of posting content



### Departmental Social Media Providers

Providers are the idea people in departments! They are staffers who know about upcoming neat events or programs that they think should be promoted via social media.

To start the posting process, they can gather materials and generate a simple paragraph about the news to send along. This is also the right time to think about images to include and corresponding web content!



### Departmental Social Media Coordinators

The chief coordinator of all social media requests that come from fellow department staff. If there is a PGA embed in your department, they are this person. If your department does not have an embedded staff member, PGA will assign one of its staff to do so, provided your department does not have independent presences.

The Coordinator chats with Generators and sends language to the **County Social Media Coordinator**, who they are in regular correspondence with. This person also ensures that other department staff are involved if necessary.



### County Social Media Coordinator

A PGA staffer who is charged with managing the County's social media channels. They work with multiple departmental coordinators to hone and improve content specific for the channel that content is proper for. This person is available to speak with departmental contacts about why some content is highlighted over others.

## Social media channels (as of March 2016)

The social media landscape is constantly evolving with popular platforms emerging yearly. The following is a list of channels being utilized by the County or its departments.

- Facebook
- Twitter
- Pinterest
- Google+
- Instagram
- YouTube
- Vimeo
- LinkedIn
- Flickr
- Vine\*
- Periscope\*

*\*These platforms cannot be archived by PGA and additional steps must be taken by departments utilizing them (see page 13).*

## Existing departmental presences

It is essential that County social media presences showcase consistent and regular content to be successful. In early 2016, PGA will review existing social media platforms representing Clackamas County to determine whether such platforms should continue as stand-alone presences or be absorbed by County platforms. When making recommendations, PGA will consider the social media presence's uniqueness, number of followers, rate of posting, target audiences, messaging objectives and promotional purpose.

Many existing secondary County presences incorporate best practices and serve as models for proper social media use. These include:

→ Tourism and Cultural Affairs' (Oregon's Mt. Hood Territory) social media presences, including its Facebook profile with more than 118,000 likes that almost exclusively posts pictures of Mt. Hood aimed at promoting regional tourism.

- Dog Services' Facebook profile, which has more than 3,200 likes and posts information exclusively aimed at dog owners and enthusiasts.
- Clackamas County Sheriff's Office presences, including its Twitter account with approximately 12,000 followers which relays law enforcement news, activities and information about the Sheriff's Office, as well as communications supporting other County functions.

Many existing stand-alone social media presences run by departments were grandfathered into such operation when the 2011 social media policy took effect.

## Social media requirements

The following general standards are applicable to all County-affiliated social media presences and must be followed by all Coordinators and Generators (essentially, everyone who utilizes social media as part of their job duties).

All County presences and content should not:

- Use vulgar, profane, violent, sexist, racist, threatening, or other offensive language or imagery.
- Post information for personal gain.
- Use inappropriate humor.
- Be in violation of any applicable federal, state or local laws, or promote the violation of such.
- Infringe on copyright or intellectual property rights.
- Plagiarize works from sources outside Clackamas County.
- Engage in political advocacy.
- Be sexually-themed in nature.
- Post content that violates any County policies.
- Promote or perpetuate, in any fashion, discrimination in any form on the basis of race, sexual orientation, religious beliefs, color, age, gender identity, marital status, national origin, disability, or other aspects or traits.
- Promote solicitation of commerce or specific businesses (unless a purpose can be demonstrated).
- Compromise the safety or security of the public.
- Violate the privacy of its subjects (images or information).
- Provide false, libelous or defamatory information.

## Archiving

The archiving of all social media presences must comply with Oregon law. Clackamas County Counsel recommends the archiving of all social media content (including posts/comments from parties outside the County) under the Oregon Archiving and Inspection of Public Records Law.

PGA will provide archiving services for all approved presences within its oversight. In the first quarter of 2016, PGA will initiate managing the administration of this archiving as a service to departments.

Departments that do not participate in this archiving system, and/or create non-approved presences that cannot be archived by PGA, are required to manage their own archiving systems.

## Internal Task Force

To be inclusive of different viewpoints within County staff, and to ensure that these guidelines are updated accordingly as technology changes, PGA convenes a small group of **Departmental Social Media Coordinators** quarterly to discuss any pertinent issues, which will include existing social media presence review.

This group makes recommendations to PGA in an advisory capacity.

## Public comments

A driving goal of social media is to promote effective two-way communication with members of the public and other key stakeholders. As such, comments from all parties are to be encouraged and welcomed, often directly by a post itself. Both positive and critical comments about Clackamas County, its programs or policies are welcome and encouraged.

Any comment, reply or similar communication from followers/users should be allowed to remain posted, provided it does not contain racist, vulgar, profane, sexist, overly repetitive, off-topic, or other inappropriate language as detailed by points previously listed under "Social Media Requirements," or if it constitutes political advocacy.

These previous points should be posted, whenever possible, in the respective information page on given presences. Furthermore, if possible, presences should relay that all comments are subject to public information laws and disclosures. This serves to alert commenters or those who engage publicly with the County via these channels that such communications are not private, but rather are available for public consumption.

Clackamas County reserves the right to ban or block users from any of its social media presences for any and all such violations. If a comment or other communication is taken down or deleted, it must first be captured photographically or as an image in some capacity and stored off-line. This image, and an explanation of actions taken, must be sent to the Public Affairs Manager.



## Removal of postings

In general, once posted, social media content should not be removed as it is a matter of public record. The County Social Media Coordinator should be contacted prior to any proposed significant modification or deletion with a detailed explanation. If a post or other communication is taken down or deleted, it must first be captured photographically or as an image in some capacity and stored off-line.

This image, and an explanation of actions taken, must be sent to the Public Affairs Manager and County Social Media Coordinator.

## Landing pages

Landing pages linked to from County social media posts should avoid the types of questionable content listed above. However, it is understood that at times this is unavoidable, as necessary landing pages (such as media articles) may include relatively risqué advertisements, or items of a similar nature.

## Trainings

In addition to providing these guidelines, a corresponding **Social Media User Guide**, and best practices for specific platforms is available upon request, PGA also offers one-on-one or group trainings for approved departmental staff for posting content to specific platforms. Department heads should contact the Public Affairs Manager to make a request.

PGA is also available upon request to review posts, narratives, or overall presences if desired. Such requests can be made for any reason, including a question about proposed content, proper application of guidelines, or best practices.

Any questions about these guidelines can be directed to County Social Media Coordinator Dylan Blaylock at [dblaylock@clackamas.us](mailto:dblaylock@clackamas.us) or 503-742-5917.

## Other PGA guides

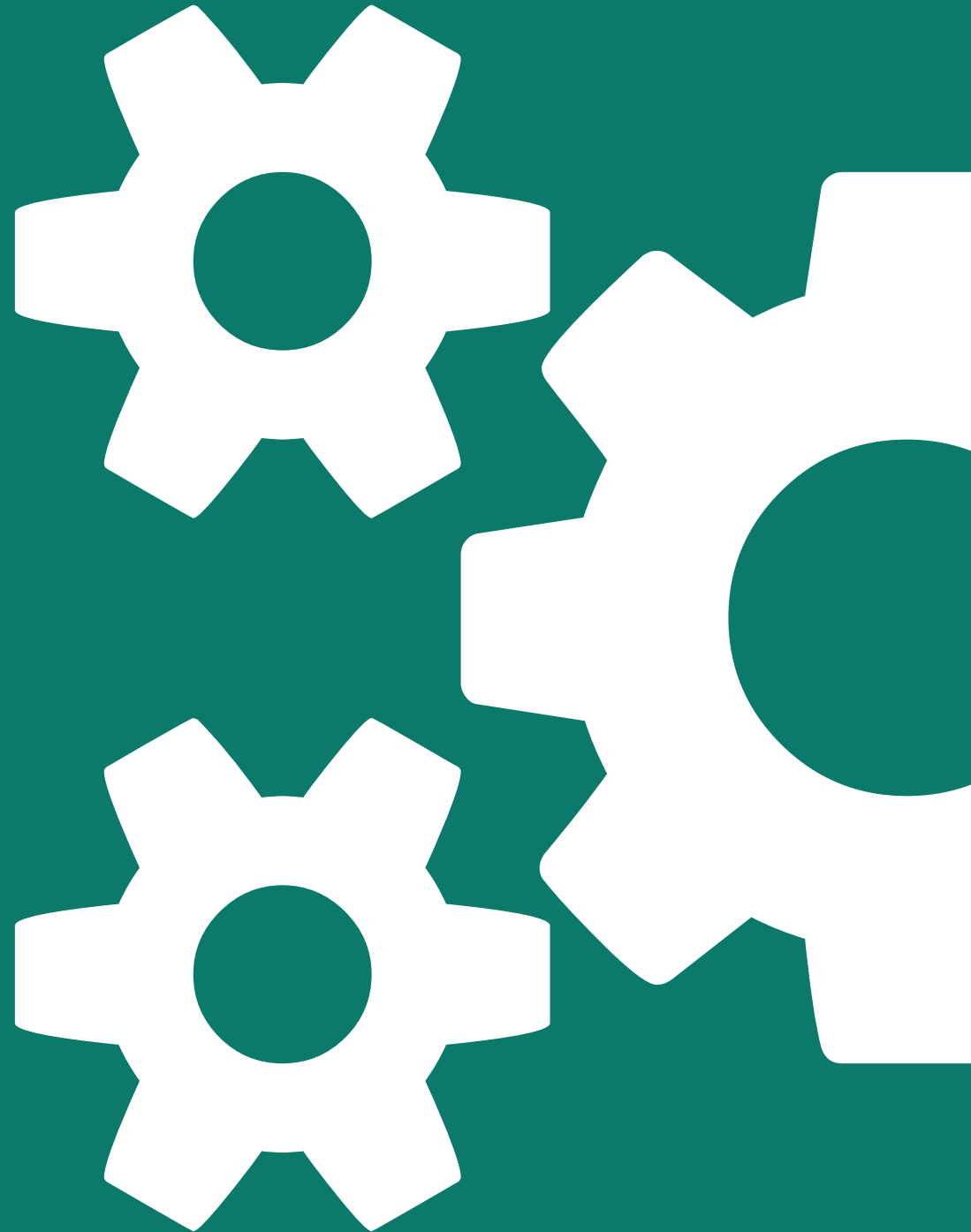
These Social Media Use Guidelines are among other guides that PGA has created to help maximize the effectiveness of County communications. Please see our other guides as well, which include:

- **Web Communications Guide:** Details the policies, procedures and best practices for writing content for [www.clackamas.us](http://www.clackamas.us). Available on the County Intranet at <http://bit.ly/1JszGs4>
- **Video Communications Guidelines:** Explains how County-produced videos can effectively deliver your message and have a significant impact with your target audience. Details how and why video should be used. Forthcoming on the County Intranet.

Public & Government Affairs  
is available to support  
your department with the  
implementation of this guide.

Together, we can ensure that County social media  
presences are providing the maximum benefit to  
our customers.

Our policies and procedures will continue to  
evolve as technology and our county services  
advance to meet the changing needs of  
our customers.



# Clackamas County Social Media Guidelines

Dylan Blaylock, Public & Government Affairs

April 12, 2016



# Why is social media important?

- 58% of American adults are on Facebook
- Of Oregon's 36 counties, Clackamas County has the most followers for its **official** Facebook page
- The world is becoming more mobile

# What's new?

- Codifies the proper process for posting
- PGA will assign liaisons for departments
- Establishes standards for posts/comments
- Explains need for a coordinated approach
- Archiving

# Next steps

- Development of **Social Media Working Group**
- Group makes recommendations on existing presences (w/ exceptions)
- Outreach from PGA to all departments
- Creation of new presences as requested



Questions?