

COUNTY OF SAN LUIS OBISPO

SOCIAL MEDIA POLICY

I. PURPOSE

This policy establishes appropriate use of social media administered on behalf of the County of San Luis Obispo (“the County”). This policy may be modified by the Human Resources Director or County Administrative Officer (CAO) as needed to comply with social media changes, as well as changes in state, federal or local law, or for administrative reasons.

II. SCOPE

This policy applies to all County elected officials, employees, vendors or volunteers who use social media on behalf of the County.

III. POLICY

Elected officials, employees, vendors and volunteers may use third-party social media applications and websites to conduct County business but must do so in a way that promotes the County’s mission and vision, and is consistent with the County’s values of professionalism, integrity, accountability, collaboration, and responsiveness.

A. Approval: Elected officials/department heads are responsible for the approval, administration, oversight, messaging, monitoring, records retention, and security of their department’s presence on any social media platform, and therefore must ensure that those authorized to represent the department are using social media in a manner that is consistent with the County’s mission and values, policies and plans.

B. Administration and Acceptable Use:

1. Messages transmitted by official County or Department pages should be consistent with Department and County messaging and comply with department guidelines and/or communications and outreach plans, or otherwise be approved by the Department Head or authorized designee.
2. Only those authorized by their appointing authority may use social media for County business or to communicate on behalf of the department or County.
3. Those authorized to represent the department on social media must do so in a manner that promotes the County’s mission and vision, and demonstrates the County’s values of professionalism, integrity, accountability, collaboration and responsiveness. Doing otherwise may result in disciplinary action. Likewise, the following actions on social media may also result in disciplinary action:
 - a. Sharing or transmitting confidential or protected information.
 - b. Unauthorized representation of a department or the County.
 - c. Violating any of the following:
 - i. County or department standards of conduct

- ii. Department standard operating procedures
 - iii. Countywide policies and guidelines (including, but not limited to, County identity standards, HR policies and IT security policies)
 - iv. Local, state or federal laws (including, but not limited to the Brown Act and California Public Records Act).
4. Authorized staff should provide appropriate guidance to citizens and others interacting on official County social media pages via social media using tools such as the Acceptable Use Policy for the Public. Guidance should be applied consistently when monitoring public comments and/or messages from the public on an official County social media account.

IV. RESOURCES

- A. Acceptable Use Policy for the Public.
- B. County Identity Standards.
- C. Information Security Program Policies.
- D. Human Resources Policies.
- E. County’s Mission, Vision, and Organizational Values.
- F. The Brown Act.
- G. California Public Records Act.

All resources can be found on the [County Intranet pages](#).

V. AGENCY INVOLVEMENT

Agency	Action
Administrative Office	Revised.
HR	Reviewed and revised.
Social Media Committee	Reviewed and revised.
Counsel	Reviewed.
Department Directors	Reviewed and revised.
IT Security	Reviewed.
Labor unions, bargaining units	Reviewed.