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LANCASTER COUNTY
CLERK

BEFORE THE BOARD OF COUNTY COMMISSIONERS
OF LANCASTER COUNTY, NEBRASKA

IN THE MATTER OF ADOPTING)
THE LANCASTER COUNTY)
SOCIAL MEDIA POLICY)
)

RESOLUTION NO. R-13-0031

WHEREAS, the Lancaster County Board of Commissioners desires to adopt a policy for the establishment and regulation of social media channels employed by County departments headed by appointed directors; and


WHEREAS, the use of social media channels by County departments will be regulated as reflected in Attachment "A" to this resolution.

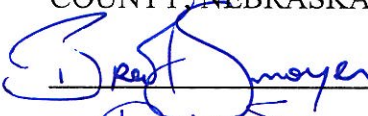


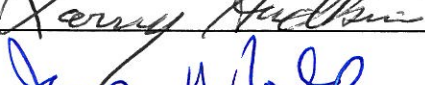
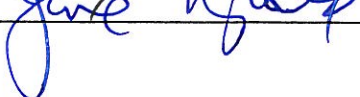
NOW, THEREFORE, BE IT RESOLVED, by the Board of County Commissioners of Lancaster County, Nebraska, that the County's policy on the use of social media by its departments is reflected in Attachment "A" to this resolution and is hereby adopted.

DATED this 4th day of June, 2013, at the County-City Building, Lincoln, Lancaster County, Nebraska.

BY THE BOARD OF COUNTY
COMMISSIONERS OF LANCASTER
COUNTY, NEBRASKA

APPROVED AS TO FORM
this 4 day of June, 2013.


Deputy County Attorney
for JOE KELLY
Lancaster County Attorney

LANCASTER COUNTY BOARD OF COMMISSIONERS

COUNTY SOCIAL MEDIA USE POLICY

PURPOSE

Lancaster County departments may elect to augment traditional communication methods with the use of social media channels. The use of social media presents both opportunities and risks. In general, the Lancaster County Board of Commissioners supports the use of social media technology to enhance communication while minimizing any risks to the County associated with its use.

This policy establishes social media use policy, protocols and procedures intended to mitigate risks from the use of this technology where possible.

This policy does not apply to County departments headed by an elected official.

POLICY

Initiation: A department shall not employ social media without first receiving authorization from the Board of Commissioners. In determining whether to grant a request to use social media, the Board shall consider the department's mission and goals, audience, legal risks, technical capabilities and the potential benefits to the department.

Access: Access to social media networks from within the County's IT infrastructure shall be limited to individuals performing official County business. Department Heads are responsible for determining who is authorized to use social media on behalf of the department. Account password information shall only be shared with authorized staff designated by the Department Head. Passwords shall conform to Lancaster County complex password requirements when possible. The account password shall be reset promptly when an employee is removed as account administrator. Under no circumstances shall an employee who is not exempt from overtime under the Fair Labor Standards Act access a County social media page outside normal work hours.

Branding: Sites shall contain visible elements that identify them as an official Lancaster County site. This could include using the official County seal and a link to the department website.

Coordination with County Website: County websites shall remain the primary and predominant source for internet information. Social media sites should provide a link to the department's County web pages for access to forms and additional information.

Personnel Rules: The same policies, standards and guidelines that apply to Lancaster County employees in the performance of their assigned duties apply to employee social media use.

Public Records Act: Department social media use shall be documented and maintained in an easily accessible format that tracks account information and preserves items that are considered a record subject to disclosure under Nebraska's Public Records Act.

Confidential Information: Information and comments shared through social media channels shall not disclose confidential information.

Public Comment: When using social media, departments shall disable any public commentary feature. Instead, all social media sites or pages should contain contact information including mailing addresses, telephone numbers, and email addresses where members of the public may direct any questions, comments or concerns, or provide a link to the department web page where the same contact information is available.