

1. Ensuring that the social networking websites selected for use are part of an integrated public communication and marketing strategy;
2. Ensuring all necessary resources are available for current and on-going implementation;
3. Ensuring all accounts are created by Orange County Information Systems Services (ISS) and remain the sole property of Orange County Government;
4. Ensuring adherence to established Orange County design and brand standards for social networking accounts developed by Orange County Graphics;
5. Ensuring that the information provided through social networking accounts is regularly updated, accurate, consistent, and communicated in a professional manner;

6. Ensuring compliance with the public record retention requirements established by the State of Florida (General Records Schedule GS1-SL for State and Local Government Agencies);

7. Routinely monitoring the use of all approved social media sites for compliance and taking corrective action upon notice of violation of these policies, the County Administrative Regulations, or the County Policy Manual and Operational Regulations;

8. Ensuring all postings to an official Orange County Social Media website will be the official opinion/comment of Orange County Government;

9. Ensuring that the posting of a promotion will also further the purposes of other authorized County social media accounts.

B. Links to external social networking sites or websites will be allowed only if they meet one or more of the following criteria, and in no event may links be allowed to sites containing inappropriate material or to information that is not relevant to the County's mission or services:

1. The link is to a state, regional, local, or federal government agency, special purpose district, hospital, scientific or cultural organization serving Orange County, or a public educational institution;

## 5.02.02 SOCIAL MEDIA POLICY

### I. POLICY

Orange County government shall use effective, cost-efficient marketing tools to inform citizens of information, including programs, services, activities, events and other department-associated interests. Social networking is an example of a method that can be a low-cost, effective, and instantaneous means of communication with our community, provided that the use of social networking as a marketing tool is applied in a responsible, efficient, ethical, and legal manner to support facilities, services, and programs of Orange County.

### II. PROCEDURES

A. Use of social networking for official Orange County publicity purposes (promotion) shall be governed by these rules. Prior to using social networking for any promotion, the appropriate department or division personnel must complete and submit a request, on an approved form, to the Communications Manager or his/her designee requesting such use. Upon receipt of such a request, the Communications Division Manager or his/her designee will consider approval of the request. The following non-exhaustive list of criteria will be utilized:

2. The link is to a human service organization that receives direct support from Orange County;

3. The link is to a community festival or event that is open to the general public and is sponsored or co-sponsored by Orange County; or

4. The link is to a provider of a search engine from the Orange County website.

The Communications Division Manager or his/her designee has the authority to approve external links and to order removal of material that he/she finds does not comply with this Administrative Regulation.

C. In times of emergency activations, the Communications Division Manager or his/her designee, shall streamline all accounts to disseminate consistent messaging on all official Orange County social media websites, with the exception of the websites maintained by elected officials.

D. Orange County Information Systems Services (ISS)

1. ISS will set up all accounts, secure accounts and manage rights associated with the official Orange County social media websites.

2. ISS will examine all currently operating official County social media websites to ensure proper safeguards and public record retention is established.

3. ISS will maintain a database of users by department to ensure accountability and limit risk to the County system.

4. ISS will monitor all employees who request and have unrestricted rights and/or access to the county system.

E. All content on official County websites is subject to Florida's Public Records Law and will be maintained as such by ISS. The County's social media pages shall not be used in any way to facilitate an exchange or discussion of matters that foreseeably will come before the Board of County Commissioners or other county board, task force, or committee for official action.

F. Misuse of official county social media websites may lead to disciplinary action under applicable provisions of the County Administrative Regulations and County Policy Manual and Operational Regulations.

**FOR MORE INFORMATION CONTACT:** Communications Division, County Administrator's Office  
**REFERENCE:** None  
**APPROVED:** 03/11/14

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