

COUNTY OF SAN BENITO, CALIFORNIA
COUNTY ADMINISTRATIVE MANUAL

CHAPTER 0500
COUNTY APPROVED SOCIAL MEDIA NETWORKS
AND STANDARDS

Policy Number:
2016-05-002

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PURPOSE:

Per the County's social media use policy, agency/department social media technology use is limited to County approved social media networks and associated site usage standards. This document contains the list of County approved social media networks and identifies associated usage standards per network.

Shall a previously approved social media network no longer qualify as a County approved network, qualification will be withdrawn accordingly.

POLICY:

Table 1.0 contains a list of County approved social media networks that agencies/departments may choose to utilize. Additional social media networks will be considered upon request by an agency/department. New requests shall be sent to the Information Technology Department (IT). Upon receipt, requests will be assessed by the County Administrative Office and IT for approval. Table 1.0, as it may be maintained by the County's IT department from time to time, will be updated to reflect new or removed networks as needed.

#	Name of Social Network	URL	Risk Assmn't Date	Apprv'd/ Denied (A/D)	Date Issued	Date Rescinded (if applicable)
1.	Facebook	www.facebook.com				
2.	Twitter	www.twitter.com				
3.	YouTube	www.youtube.com				

PROCEDURE:

1. NETWORK REVIEW AND APPROVAL PROCESS

A consistent rating matrix is used to review and rate an individual social networking site's potential risk to the County. Social networks with a rating of 50% or greater are deemed acceptable for County of San Benito use and are added to the County's Approved Social Media Network List.

2. USAGE STANDARDS

The following standards, per approved social networks, have been defined in

conjunction with the County's Social Media Use Policies and Guidelines. Options that have not been defined are the discretion of the IT Department. Since non-County owned social network capabilities may change without notice at any time, standard items listed within this document may become outdated. Shall an item become outdated; the IT Department shall maintain a list of sites that uphold the intent and requirements of the County's Social Media Policy. New or obsolete options shall be reported to IT.

1. Facebook

Facebook is a social networking site commonly used in government to promote activities, programs, projects and events.

Facebook Usage Standards

Standard Item	Standard Setting
1. Account Name	When possible, user name shall begin with "SBC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "SBCHHSA", "SBCHealth&HumanServicesAgency", "SBCFreeLibrary", "SBCProbation", "AlertSBC", "Recycle2010"
2. Type of Page	Facebook accounts shall be setup as "Pages" to allow for greater visibility, customization and measurability
3. Description Type	Facebook accounts shall have a description type of Government
4. Account Password	Shall conform to the County's complex password requirements.
5. Facebook Pages	All SBC Facebook pages must contain the following language in a prominent location: "If you are looking for more information about [Full Department Name], please visit [website URL]."
6. Wall Logo/Banner	Shall prominently display San Benito County's official seal OR the Agency/Department/Program/Campaign or Board approved Logo
7. Who We Are	Shall display info about the County or agency/department mission on Wall Page that informs the public of the topic and intent of the site.
8. Disclaimer	Shall prominently display (or link to) County social media disclaimer
9. Comments	Comments in general should be turned off. If permitted, the Facebook Wall should display a comment policy box with the County's official comment policy –OR- partial comment policy with link to full policy.

10. Profile Information	Shall NOT contain any profile information such as gender, religion, views, relationship status, political influence, etc.
11. Info Page	Shall contain a link to an official County website or promotional campaign site
12. Applications	Shall only use Facebook provided, or County developed, applications
13. Tags	Shall NOT allow tags
14. Fans Permission	Shall not allow Fans to post video

Twitter

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintain Twitter accounts, agencies/departments communicate information directly to their Twitter followers.

Twitter Usage Standards

Standard Item	Standard Setting
1. Tweets	Tweets shall be relevant, timely and informative with the intention of assisting the agency/department fulfill its mission.
2. Account Password	Shall conform to the County's complex password requirements.
3. Account Name	When possible, user name shall begin with "SBC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "SBCIWM", "SBCIntegratedWasteManagement", "SBCFreeLibrary",
4. User Name	User name shall be the same as the Account Name (item #3)
5. Email	Shall use an email account provided by an agency/department mail system or approved external mailbox that is used for official County business.
6. More Info URL	Shall link to an official County website or program campaign

7. Twitter Bio and/or background image	Bio shall include the following references: <ul style="list-style-type: none"> • County of San Benito (Department Name) • “List of followers may be subject to California’s Public Records Act” • “View County’s Social Media Disclaimer for use of this site (link to Disclaimer)
8. Location	San Benito County, Ca
9. Picture	Official County Seal or Agency/Department/Program/Campaign Logo
10. New Follower Emails	Shall be setup to send an e-mail of new followers so that subscriber information can be retained.
11. Direct Text Emails	Shall be setup to receive an e-mail when direct texts are sent to the Twitter account so that this information can be retained.
12. Following	Shall use discretion on who to follow. As a general rule, should only follow entities that attribute to County business value.

Twitter Usage Standards

2. YouTube

YouTube is a popular social networking website that allows anyone to upload, view and share short videos. Government entities use YouTube to publish government related educational videos, and to publicize strategic and operational matters that are of interest to the public.

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with “SBC” followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: “SBCIWM”, “SBCIntegratedWasteManagement”, “SBCFreeLibrary”,
2. Account Password	Shall conform to the County’s complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.

4. YouTube URL	<p>A YouTube URL shall be assigned so that visitors may link directly to the department's YouTube Channel, bypassing YouTube Homepage advertisement. YouTube does not assign this by default; it must be set.</p> <p>URL name shall identify County Department.</p> <p>Example: www.youtube.com/SBCFreeLibrary</p>
5. Channel Name	<p>Channel name shall clearly identify Department Name and its affiliation with the County of San Benito in California.</p> <p>Example: SBC Free Library, County of San Benito, Calif</p>
6. Channel Picture	Official County Seal or Agency/Department/Program/Campaign Logo
7. Channel Type	Shall be set to "YouTuber"
8. Channel Tags	<p>In addition to agency/department specific tags, standard San Benito county tags suggested are:</p> <p>County of San Benito, San Benito County, SBCGOV, government</p>
9. Profile Name	<p>At minimum, shall include Agency/Department's full name</p> <p>Example: SBC Free Library</p>
10. Profile Website	Shall link to official agency/department or campaign website
11. Profile Description (About)	County description of agency/department program.
12. Channel Description	Description shall include applicable legal references:

SUNSET DATE

This policy will be reviewed for continuance by 05/10/2023.

Version History:

Version Number	Change Request Number (if applicable)	Date	Author	Summary of Change	Effective Date
Original	NA	05/10/2016	IT	NA	05/10/2016