

COUNTY OF SAN BENITO, CALIFORNIA  
COUNTY ADMINISTRATIVE MANUAL

CHAPTER:0500

Information Technology: Appropriateness of Content  
Policy

Policy Number:  
P2016-05-004

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**PURPOSE:**

The County of San Benito provides a significant amount of information to the public by way of electronic means. This may include information and resource material provided in multiple electronic formats via County websites, portals, social media sites and mass e-mail blast. As a government agency, the County consistently strives to present itself professionally and in a manner that is suitable to its diverse audience. The purpose of this policy is to provide County agencies/departments general direction on what the County considers appropriate and non-appropriate content for public sharing online.

**APPLICABILITY**

This policy applies to all electronic content hosted online, or disseminated electronically, for public view by any County of San Benito workforce member.

Applicable electronic formats may include, but may not be limited to, text, comments, video, audio, graphics, images, documents, hyperlinks, etc.

**RESPONSIBILITY**

Agencies/Departments that provide information to the public via electronic format are responsible for ensuring electronic content conforms and is managed in compliance with this policy.

Agencies/Departments may develop additional department procedures, within policy compliance, as deemed business appropriate, and as may be approved by the County Counsel's office, IT department, and the County Administrative Office.

**POLICY:**

It is the policy of the Board of Supervisors that:

1. County content available through an online source **shall**:
  - Be deemed of value, useful and appropriate for the general public;
  - Shall use proper grammar and standard AP style whenever possible, avoiding the use of jargon and acronyms that may not be widely understood by the public;
  - Be factual and properly vetted;
  - Be approved by the agency/department content approver.

2. County content available through an online source **shall not** contain, or hyperlink (*link*) to, information that:
- Threatens, condescends, or degrades any group belonging to a particular race, culture, religion, sex, sexual orientation or political party;
  - Is profane, vulgar, obscene, or sexually explicit;
  - Promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
  - Can be classified as confidential, private or proprietary, or can be classified as personal health information under the Health Insurance Portability and Accountability Act (HIPAA);
  - May infringe on a third party's copyright or intellectual property rights;
  - Contains a solicitation of commerce;
  - Contains paid advertisements or endorsements, with the exception of a County contracted business lessee;
  - Contains plagiarized material;
  - May be illegal or encourages illegal activity;
  - May compromise the safety or security of the public or public systems.
3. Content shall not knowingly violate an authorized providers terms of service for allowed usage.
4. Content mistakenly published with errors or misrepresentations shall be corrected in a timely manner.

## RELATED REFERENCES

1. County Social Media Use Policy (P2016-05-000)

## 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		05/10/2016

