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SUBJECT: SOCIAL NETWORKING POLICY

ADOPTED DATE: MARCH 1, 2010

PAGE 1 OF 1

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### PURPOSE

This policy gives direction to Cass County employees and volunteers who represent the county through the use of social media sites. Department heads are authorized to allow volunteers to use their agency social networking site when applicable.

### DEFINITIONS

**Social Media:** Social media is any web based network used to share information between users. These sites are less formal than traditional media, such as print, television and radio, and allow for immediate, unfiltered and spontaneous communication opportunities. Social media sites include, but are not limited to: Twitter, Facebook, MySpace, YouTube, Flickr, Google and Yahoo sites, and Wikipedia.

**Social Network:** In this policy, social network or social networking refers to any interaction between a Cass County employee or volunteer and any social media site via email, text or online interaction.

**Official:** In this policy, “official” refers to any social media account established by a county employee or volunteer which is used to communicate sanctioned county information or to engage in discussion about county information, services or processes.

### ESTABLISHMENT OF SOCIAL MEDIA

All social media sites created as a public display of Cass County information must be authorized by the department head for their own office. This will help ensure that material posted for public view meets all communications standards and is consistent with the goals and branding of Cass County Government. Once approval of the site, design and main content is granted, the updating of files and minor content changes will not require such clearance.

All official social media sites shall be branded with the Cass County logo and/or department logo.

This policy does not discuss employee use of email, internet or personal use of social media sites during business hours on county-provided equipment.

HISTORICAL REFERENCE DATE: MARCH 1, 2010