



News Release

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County Government on Facebook & Twitter

FAYETTEVILLE – The public can now follow Cumberland County government on Facebook and Twitter.

Visit <http://www.facebook.com/CumberlandNC> for information on county services, job openings and alerts.

You can also follow county government on Twitter at <http://twitter.com/CumberlandNC>.

Improving communications with the public was one of the goals set by the Cumberland County Board of County Commissioners for 2010. Branching out into social media is an effort to better reach the community and provide citizens with information on various county government happenings.

The Cumberland County Public Library & Information Center is using its [Facebook](#) page to promote the library system's resources and many monthly programs. The Crown Center and Public Health Department also have Facebook pages.

County management adopted a social media policy on June 15 modeled after the North Carolina Department of Cultural Resources' "Best Practices for Local Government Social Media Usage in North Carolina."

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County of Cumberland Policies & Procedures

Subject: Cumberland County Social Media Policy

Policy No. CP-12 **Revision No.** 0 **Date:** 06/15/2010

Approved By: *Ruby J. Monopete*
County Attorney

James E. Martin
County Manager

1.0 PURPOSE

This policy is intended to ensure that Cumberland County's social networking sites are secure and appropriately used and managed. It is, therefore, designed to protect Cumberland County employees and ensure consistency. This document is not meant to address one particular form of social media, rather social media in general, as technology will inevitably change and new tools will emerge.

2.0 SCOPE

This policy applies to employees, contractors, consultants, temporaries, and others conducting business on behalf of Cumberland County.

3.0 DEFINITIONS

"Social media" and "Web 2.0" are umbrella terms that encompass the various activities that integrate technology, social interaction, and content creation. Social media use many technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, social networking, mashups, and virtual worlds.

Throughout this document, any reference to "employees" shall refer to anyone conducting business on behalf of Cumberland County.

In this document, the following phrases will be abbreviated accordingly:

- Cumberland County Information Services – CCIS
- Communications Manager / Public Information Office – PIO

4.0 POLICY

4.1 Role of Social Media

Social media facilitates interactive information sharing, interoperability, and collaboration to a large, loyal user base. As a result, they are increasingly important as outreach and communication tools for government entities including at the local level.

In order to make use of these communication outlets, the PIO will work with Information Services to carefully choose which types of social networks make the most sense for the type of information that needs to be disseminated. Emphasis will be given to tools that provide more information across multiple outlets to the broadest audience.

The application of social media within Cumberland County must all times be professional and be used in a way that maintains the security of the network and minimizes risk.

4.2 Implementation

The PIO will spearhead this activity.

CCIS will be responsible for creating the social media accounts and, therefore, maintain a list of all social networking application domain names in use, the names of all employee administrators of these accounts, as well as, the associated user identifications and passwords currently active within their respective departments.

The PIO will consult with CCIS to determine the best method to archive the content. Any Cumberland County social networking usage implemented prior to the release of this document should be reviewed by the PIO to make sure it is brought into compliance with these guidelines. In summary, the PIO will:

- Request account creation for social media site from CCIS
- Consult with CCIS to ensure social media material is archived including providing a list of all social media URLs and contact information
- Consult with CCIS on the best archival method for the content; if one cannot be provided, another communication outlet will be used
- Review social media Web sites for policy compliance and notify CCIS of any necessary deactivations or removals

The CCIS department will:

- Create all social media accounts to ensure password security guidelines are met in accordance with the Cumberland County Network Policy
- Maintain a list of social media domains, active account logins and passwords
- Change passwords if employee is removed as administrator in order to maintain Cumberland County control
- Deactivate accounts where unauthorized password changes have occurred

- Determine if an archive method for the social media outlet requested is feasible and, if possible, provide the PIO with archive method options
- Review social media Web sites for policy compliance and notify PIO of any necessary deactivations or removals
- Perform deactivations or removals of accounts if any Cumberland County social media Web site is found to not comply with this policy.

With the approval of the CCIS and PIO, a County department may use social media sites in order to market services to the public. Those departments will follow county policy in the administration of these sites, and appoint a staff member to act as the site administrator, functioning as the PIO. In order to obtain approval, departments will need to submit to the PIO and CCIS a suggested URL for the site, the name and contact information for the staff member who will be administering the site, and the method that will be used for posting information to these sites. These departments will need to coordinate directly with CCIS to develop and document their data archiving process for these social media sites.

Any departmental social media site in operation prior to the release of this policy will have three months to comply.

4.3 Acceptable Use

All use of social networking sites by those conducting business on behalf of Cumberland County should be consistent with applicable state, federal, and local laws, regulations, and policies including all information technology security policies. This includes the Cumberland County Network Policy and Information Technology Management Policy and any applicable Records Retention and Disposition Schedules or policies, procedures, standards, or guidelines officially announced by the NC Department of Cultural Resources. All usage should be governed by these policies as well as the guidelines in this document.

Separate Personal and Professional Accounts:

Employees should be mindful of blurring their personal and professional lives when administering their personal and any county social media sites.

Personal Use:

Employees are allowed to have personal social networking sites. As indicated by the Network Policy, these accounts should not be visited or administered during their working hours with Cumberland County. These sites must remain personal in nature and be used to share personal opinions or non-work related information. This helps ensure a distinction between sharing personal and department views. Employees should be mindful that inappropriate usage of social media can be grounds for disciplinary action. In addition, employees should never use their Cumberland County e-mail account or password in conjunction with a personal social networking site.

Professional Use:

All communication through county social media outlets should remain professional in nature and should always be conducted in accordance with Cumberland County's policies, practices, and expectations. Employees must not use the county's social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities. Employees should be mindful that inappropriate usage of social media can be grounds for disciplinary action.

Be Clear As To Identity:

When creating social media accounts that require individual identification, Cumberland County employees should use their actual name, not pseudonyms. However, using actual names can come with some risks and employees doing so should be mindful of the following:

- Do not assume privacy. Only post information that you are comfortable disclosing.
- Use different passwords for different accounts (both social media and existing work accounts). Using the same password for all accounts increases the vulnerability of the accounts being compromised.

Terms of Service:

The PIO should be aware of the Terms of Service (TOS) of the particular social media and a decision should be made about whether use of such media is appropriate.

Scheduled Postings:

Each social media outlet that is put in use must have a weekly schedule for posting content. Any outlet that is made available and is not regularly updated will be discontinued or deactivated. CCIS will alert the PIO before discontinuing the account.

Social media outlets that are not regularly updated serve no purpose and waste County resources.

Content of Posts and Comments:

Employees using social media to communicate on behalf of Cumberland County should use discretion before posting or commenting. Once these comments or posts are made they can be seen by anyone and may not be able to be "taken back." Consequently, communication should never include:

- Vulgar, obscene, or abusive language
- Personal attacks of any kind, or offensive terms targeting individuals or groups
- Endorsement of commercial products, services, or entities
- Endorsement of political parties, candidates, or groups
- Copyright violations
- Confidential or non-public information

Employees should always consider whether it is appropriate to post an opinion, commit oneself or one's department to a course of action, or discuss areas outside of one's expertise. If there is any question or hesitation regarding the content of a potential comment or post, it is better not to post. Screening any communication made on a social media site will be the responsibility of the PIO.

Both the PIO and CCIS will regularly review Cumberland County's social media Web sites. If any of these sites do not comply with this policy, the Cumberland County social media Web site in question will have its account discontinued, deactivated, or removed and will no longer be linked through the Cumberland County Web site.

Any social media accounts that allow comments will either be moderated by the PIO or efforts will be made to disallow all comments from the public.

Posts and Comments Are Public Records:

Like e-mail, communication via Cumberland County social networking Web sites is a public record. This means that both the posts of the employee administrator and any feedback by other employees or non-employees, including citizens, will become part of the public record. Because others might not be aware of the public records law, the following statement (or some version of it) will be included somewhere on the site:

Representatives of Cumberland County local government communicate via this social media site. Consequently, any communication by a County employee or the general public may be subject to monitoring and disclosure to third parties.

4.4 Security

From a security standpoint, persons doing business on behalf of Cumberland County should be mindful of how to prevent fraud or unauthorized access to either the social media site or the Cumberland County network. Please refer to the requirements set forth in the Cumberland County Network Policy.

In order to prevent potential harm, users of social networking sites representing Cumberland County should minimize the amount of information an attacker is likely to gain from a successful attack. For example, individual user IDs and passwords must never be duplicated across multiple sites. In this way, if one site is compromised, the attacker cannot also gain access to other sites for which the user is authorized.

Also, a Cumberland County employee must never use a current government domain password as a password on any other site. With this in mind, CCIS maintains the responsibility to issue usernames and passwords for any social networking site that represents Cumberland County.

Methods to Prevent Breach of IT Security

It is important to note that security related to social media is fundamentally a behavioral issue, not a technology issue. In general, employees unwittingly providing information to third parties pose a risk to the core Cumberland County network.

In order to prevent potential harm, users of social networking sites representing Cumberland County should minimize the amount of information an attacker is likely to gain from a successful attack. For example, individual user IDs and passwords must never be duplicated across multiple sites. In this way, if one site is compromised, the attacker cannot also gain access to other sites for which the user is authorized.

Also, a Cumberland County employee must never use a current government domain password as a password on any other site. With this in mind, CCIS maintains the responsibility to issue usernames and passwords for any social networking site that represents Cumberland County.

4.5 Records Management and Preservation

Communication through department-related social media is considered a public record under North Carolina's G.S. 132 and will be managed as such. Therefore, the following items apply:

- All comments or posts made to walls or pages are public, not private.
- All social accounts will be set to not accept private messages. However, in the event that this cannot be done, every effort will be made to encourage users to contact Cumberland County via the account administrator's Cumberland County e-mail address. For private messages that account administrators do receive, they should be treated as constituent e-mails and therefore, as public records. In this way, all replies to these messages will be issued from their Cumberland County e-mail account.
- All social media accounts will have privacy settings to public.
- All social media Web sites will adhere to the public records law and the schedule of collection as determined by the North Carolina State Archives.

5.0 PROCEDURES

Facebook

- Cumberland County will maintain an organizational Facebook account that is branded with the County logo.
- Cumberland County's Facebook account will be used for the purpose of sharing timely information with citizens about County government.
- The Public Information Office and Information Services will be the only staff with access to post content on Facebook.
- County departments should e-mail requests to place information on Facebook to pio@co.cumberland.nc.us.

- The Public Information Office must review and approve all Facebook content prior to posting. Please allow three business days for review. Facebook content will be reviewed for quality, consistency with overall County messages, priority goals, etc. Additional time may be needed to edit or upgrade the content, if needed.
- Facebook content will follow content guidelines in the Social Media Policy posted.

Twitter

Twitter is a free social networking and micro-blogging service that enables users to send and read other users' updates, known as "tweets." Tweets are text postings which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers).

- Cumberland County will place appropriate messages and information online using Twitter.
- Cumberland County will use two Twitter accounts; one for the purpose of sharing timely information with citizens about County government, and another for emergency communications only.
- The Public Information Office and Information Services will be the only staff with access to post tweets.
- Cumberland County tweets will link users back to the Cumberland County web site (www.co.cumberland.nc.us) for more information.
- Related content must be on www.co.cumberland.nc.us before posting a "tweet."
- E-mail requests to post information on Twitter to pio@co.cumberland.nc.us.
- The Public Information Office must review and approve all Tweets prior to posting; please allow three business days for review. Tweets will be reviewed for quality, consistency with overall County messages, priority goals, etc. Additional time may be needed to edit or upgrade the content, if needed.
- Twitter content, or tweets, will follow content guidelines in the Social Media Policy.

ACKNOWLEDGEMENT

CUMBERLAND COUNTY SOCIAL MEDIA POLICY

POLICY NO. CP-12

I, _____, an employee of Cumberland
County, _____ Agency / Department / Office, hereby
certify that I have received, read, and understand the Cumberland County Social Media Policy
(CP-12 – Revision 0).

Employee Name

Employee Signature

Employee Title

Date

Department Head / Register of Deeds / Sheriff

Date