

1. PURPOSE

The role of technology in the 21st century workplace is constantly expanding. Social media tools such as Facebook, Twitter and blogs can improve interactivity between government agencies and the public, reaching new and different populations from traditional media sources.

King County departments should choose a combination of traditional and social media that complement each other and distribute information to relevant audiences. This handbook is designed to inform employees and the public, and to ensure transparency and consistency when incorporating social media into King County communications and outreach efforts.

All King County communications, including social media, are public records and must be managed in compliance with public records law.

2. APPLICABILITY

This handbook is applicable to employees of Executive Branch departments that create or contribute to social media on behalf of King County. The handbook also applies to non-Executive Branch agencies adopting this policy (collectively referred to herein as “departments”).

3. DEFINITIONS

- 3.1 Social Media:** Online technologies used to communicate, share information and listen to public feedback. This includes third-party pages such as Facebook and Twitter as well as vendors such as GovDelivery and Peak Democracy.
- 3.2 Social Media Action Plan (SMAP):** Official document departments are required to complete before creating new social media pages; outlines key questions related to the use of social media, including target audience, goals and resources.
- 3.3 Executive Office:** Executive Branch leadership representing the King County Executive; includes, among others, the director and deputy director of communications.
- 3.4 Social Media Specialist:** Designated employee from KCIT responsible for social media governance, implementation and strategy; works directly with departments and authorized agents to drive social media initiatives across King County.
- 3.5 Departments:** Executive Branch departments under the authority of the King County Executive as defined by Section 310 of the King County Charter. In this handbook, the definition includes non-Executive Branch agencies adopting this policy (collectively referred to herein as “departments”).
- 3.6 Authorized Agent:** Employee or stakeholder who has been authorized to post social media content on behalf of a King County department, including but not limited to Public Information Officers (PIOs), communications managers and program leads.
- 3.7 Records Management:** Operations staff that assists departments in meeting their obligations to the citizens of King County through responsible public records management as outlined in RCW 40.14 and in KCC 2.12.

- 3.8 King County Information Technology (KCIT):** See KCC 2.16.0755; 0757. Executive Branch department responsible for information management and governance, system maintenance and security; includes the eGovernment Web Team.
- 3.9 Consultants:** Refers to individual contractors and employees who work for organizations other than King County, including agencies, partners, stakeholders, and other government entities.
- 3.10 Brand Standards:** Refers to the [Graphic Standards and Guidelines](#) that govern use of the King County logo, nameplate, color scheme, and visual identity.
- 3.11 Mobile Apps:** Technologies that can be downloaded to smartphones and tablets and accessed on the go; provides publishing abilities to authorized agents who work at a County worksite or offsite.

4. ROLES AND RESPONSIBILITIES

Executive Office will:

- Maintain a list of approved social media pages that have been recommended and/or reviewed by the Social Media Specialist.
- Reinforce brand standards that are representative of “One King County” as described in the King County Strategic Plan.
- Evaluate and approve all social media channels with input from the Social Media Specialist.
- Have final authority to edit or remove content from a department’s social media pages.

Social Media Specialist will:

- Recommend social media pages for use by departments, and review new types of social media for effectiveness, efficiencies and security.
- Work directly with departments to coordinate social media strategies and tactics, including digital communications for specific events and programs.
- Keep up with trends in social media and provide training materials and workshops for departments and authorized agents who use social media regularly.
- Train employees on best practices and implementation on an ongoing basis.
- Manage the program for documenting authorized agents, account logins and passwords for the purpose of emergency management.
- Set standards for measuring effectiveness of social media, working with departments to establish reporting techniques and success metrics.
- Consider records retention and public records issues whenever implementing social media.

Departments will:

- Oversee and manage social media pages in use by staff.
- Designate and train authorized agents in proper use of social media; refer to this handbook and employee training created by the Social Media Specialist.
- Monitor the access levels of consultants working with the department on social media.

- Provide the Social Media Specialist with up-to-date lists of social media pages, account logins and passwords for the purpose of emergency management.
- Change social media passwords every 90 days per KCIT policy, or immediately if authorized agents are removed as administrators or leave King County employment.
- Manage records retention of social media in conformity with King County and Washington state recordkeeping requirements.

Authorized Agents will:

- Uphold brand standards and values when representing a department on social media.
- Manage social media in accordance with the Executive Office Customer Service Promise, such as answering questions or responding to inquiries within 24 hours during the standard work week, and flagging concerns when appropriate.
- Work with the Social Media Specialist to employ best practices for social media use.
- Monitor and measure social media, analyzing effectiveness and making recommendations to the department for continuous improvement.

Records Management will:

- Work with departments to identify appropriate retention periods of social media pages based on the legal, fiscal, administrative, and historical value of the information.
- Provide best practices and guidelines for managing social media as a public record.

5. IMPLEMENTATION

King County departments that use social media should have a full communications strategy that aligns with the King County Strategic Plan. The Social Media Specialist will lead this initiative for Executive Branch departments.

Departments must complete a Social Media Action Plan (SMAP) that identifies goals, objectives, target audiences, resources, equity considerations, and more.

Creating New Social Media Pages

When planning to launch new social media pages, departments will work with the Social Media Specialist to complete a SMAP that addresses key questions, including:

- Overall vision for social media strategy
- Why a specific social media page is the right fit
- Goals and objectives
- Target audiences
- Resources and staff time needed
- Marketing and public feedback opportunities
- Equity considerations
- Records retention
- Success metrics

Once the SMAP is completed, the Social Media Specialist will evaluate requests for social media, verify authorized agents, and identify which trainings need to be completed before moving forward. Please allow five (5) business days for review, and plan accordingly.

Existing Social Media Pages

Departments using social media pages created prior to the publication of this handbook must work with the Social Media Specialist to update the SMAP on record.

Working with Consultants

Departments often work with outside consultants, agencies, partners, stakeholders, and other government entities to promote services and engage in public outreach. While these relationships are crucial to King County's success, consultants will not manage social media pages on behalf of King County departments due to security and compliance concerns. Contact the Social Media Specialist for questions about working with consultants and vendors.

6. USE OF SOCIAL MEDIA

Professional Use

Only authorized agents may post content to social media pages on behalf of a department. Non-Executive Branch employees should consult their department's communications policy for more information on social media use within their department.

Do not disclose confidential or proprietary information acquired by way of your official position with the County. This restriction applies whether the information is disclosed on professional or personal social media accounts, or by any other method.

Do not use personal social media accounts for work purposes. This is to facilitate compliance with public records law and protect information on your personal accounts from public disclosure.

You should always consider whether it's appropriate to post an opinion online, commit your department to a course of action, or discuss areas outside of your expertise.

Hourly employees should not work on social media after hours without prior approval. This is considered overtime, and failure to obtain prior authorization may be cause for corrective action.

Inappropriate use of social media in violation of these professional and personal guidelines can be grounds for corrective action, including disciplinary action.

Personal Use

You may access your personal social media accounts at work for limited personal communications as long as it doesn't interfere with your tasks. Please refer to KCIT's [Acceptable Use of IT Assets](#).

Do not use a County email address when using social media in personal capacities. For example, don't create a personal Facebook or Twitter account using your kingcounty.gov email address.

If you identify yourself as a King County employee when conducting personal social media activities, consider stating in your profile that your comments are not representative of King County government. Examples include:

- *Twitter bio*: Tweets are my own.
- *Blog or website bio*: While I work for King County, anything I publish is my personal opinion and not necessarily the opinions or position of King County government.

Whether or not you specify on your personal social media accounts that you work for King County, your employment with the County is public record. Be mindful that whenever you discuss issues online, whether in a personal or professional capacity, your comments can be tied back to your employment with King County.

Nothing in this handbook is meant to prevent an employee from exercising his or her right to make a complaint of discrimination or other workplace misconduct, engage in lawful collective bargaining activity, or to express an opinion on a matter of public concern that does not unduly disrupt County operations.

7. ENGAGING WITH THE PUBLIC

Social media posts made on behalf of King County should include no form of profanity, obscenity or threatening language. Be mindful of the images and content you use on social media, and do not violate another's copyright or trademark restrictions. Inappropriate use of social media can be grounds for corrective action, including disciplinary action.

It is not appropriate to engage in arguments with members of the public who may be critical of your department. Once you make comments or posts on social media sites, they can typically be seen by anyone and usually cannot be deleted.

Departments should have an approved plan to address offensive remarks on social media accounts. If there is any question or hesitation regarding the content of a comment or post, ask your manager, department PIO, or the Social Media Specialist.

It is recommended that social media pages managed by King County departments include a terms of use statement. Here is an example from the official King County Facebook page:

- *King County reserves the right to remove posts that include threatening language and those which violate a copyright, trademark or Facebook's Terms of Service.*

Comments Policy

King County welcomes dialogue with the public, and you are welcome to view the [Comments Policy](#). Comments are subject to public disclosure laws and will be screened for the following:

- Potentially libelous comments.
- Obscene or explicit comments.
- Hateful or mean-spirited comments.
- Personal attacks, insults or threatening language.
- Plagiarized material, or material that violates intellectual property rights.
- Private, personal information published without consent.
- Commercial promotions or spam.
- Comments that are off-topic or that link to material that is off-topic.
- Comments that embed images from external sources.

Privacy Policy

King County, as a government entity, conducts public business and its records are generally available for public review. Nevertheless, King County is committed, to the extent allowable by law,

to protect and secure your personal information contained in King County records. You are welcome to view the [Privacy Policy](#).

Third-party social media pages such as Facebook and YouTube have their own privacy policies. Please refer to those pages' privacy policies for more information, as you are no longer on a King County website and are subject to the privacy policy and conditions of that website.

Customer Service

It is recommended that departments have a documented plan (that includes quality control) for managing customer service on social media pages.

Authorized agents are responsible for managing customer service inquiries for their departments. Whenever possible, respond to comments or questions within 24 hours on the page in which it was originally published. For example, a question on Twitter should receive a reply on Twitter. It is a department's responsibility to decide how to address comments on a case-by-case basis.

Social media pages are an increasingly important avenue for the public to provide feedback and engage with King County government. Here is an example of a customer service plan for the official King County Twitter account:

1. If you don't know the answer to a person's question right away, post a simple response that informs them you will be helping: "Thank you for your comment. We will look into this issue and get back to you shortly."
2. Forward the social media post and website link to Customer Service so it can be documented. Email: customerservice@kingcounty.gov.
3. Regardless of whether traditional communications are needed (a phone call, for example), Customer Service will provide a response to share with the person on social media within 24 hours, if possible, per the Executive Office Customer Service Promise.

8. PUBLIC RECORDS

Content published on social media pages that relates to the conduct of government actions will be retained and managed by departments in compliance with King County records retention and Washington state recordkeeping requirements. Departments should set all privacy settings on social media pages to public.

The public may not be aware of the state's public records law, so departments should include a statement similar to the following on their social media pages, where applicable:

- *This is a King County government page and all content is a public record and may be subject to public disclosure.*

Records Retention

Be prepared to treat each comment, post, photo, and list of individuals connected to a social media site as an open record. Do not assume third-party platforms such as Facebook, Twitter and WordPress will keep accurate records of your content—they are under no obligation to do so.

Keep in mind that social media accounts used for County business, including personal accounts, may be subject to the Public Records Act (RCW Ch. 42.56), even if the work was done on personal time and equipment.

King County uses a cloud-based application called Page Freezer to archive County web pages, WordPress blogs, and authorized Facebook and Twitter accounts. Departments are encouraged to contact the Social Media Specialist or Web Team to register their accounts with Page Freezer.

To search for archives in Page Freezer, you will need the login credentials. Contact the Web Team to receive access to the Page Freezer archives:

- *King County Web Team:* webteam@kingcounty.gov

Page Freezer does not archive content for all social media pages. Records for the accounts not included in Page Freezer's service must be managed separately. Please contact the Social Media Specialist for more information.

One way to manage records is to take a screen capture of posts (including ones you delete) and store the images in a designated folder on a department's shared drive.

9. SECURITY

Departments must follow KCIT's [Password Management Policy and Guidelines](#). Many King County systems enforce these practices, but authorized agents must remember to follow the rules on their own as few social media pages mandate them.

Departments must change social media passwords every 90 days and immediately after the password or social media site accessed using the password has been, or is suspected of being, compromised. Departments must also change passwords immediately if authorized agents are removed as administrators or leave county employment.

Do not use automated login options on social media pages, such as Facebook's "Keep me logged in" feature. Additionally, if you use a third-party program such as Last Pass to remember your passwords, make sure to configure the account so that you must log into Last Pass each time you open a web browser. This is to prevent unauthorized access to County social media pages should a computer or digital device be compromised or stolen.

If additional security guidance is needed by a department, contact the Information Assurance hotline at 206-263-7980 or infosec@kingcounty.gov.

10. SOCIAL MEDIA TOOLS

Desktop Applications

Third-party applications can help make managing social media pages easier. Hootsuite, for example, is a desktop application that allows users to manage Facebook, Twitter, LinkedIn, and other social media accounts all in one place—this is called a social media dashboard.

As a best practice, authorized agents should not include professional and personal social media pages in the same dashboard. This helps prevent the accidental posting of personal information from official County social media pages.

If employees use desktop applications such as Hootsuite to manage County social media pages, they must use their kingcounty.gov email address and a password that's unique to the application (not the same as your King County email password). Employees could then use a personal email address to access a separate dashboard for personal social media use.

Mobile Apps

Authorized agents should use different mobile apps for professional and personal use of social media. If an employee uses Twitter's official mobile app to manage a County page, for example, they should not use the same mobile app to send personal tweets. This helps prevent the accidental posting of personal information to County social media pages.

It is recommended that authorized agents with smartphones download the Facebook Page Manager mobile app to post information to County pages. This app is different than the popular Facebook mobile app that you would use to manage your personal account. The Page Manager mobile app allows you to post to your County Facebook page without accessing your personal account. This keeps your personal and professional accounts separate and helps prevent the accidental posting of personal information to County social media pages.

The Page Manager mobile app is not available on all operating systems. Contact the Social Media Specialist for questions about mobile apps and social media use.