

ADMINISTRATIVE STANDARDS

Library Administrative Standards for Social Media Use for County Accounts

Tillamook County encourages work related use of social media to facilitate communication with constituents and sharing of information in support of the mission and business of Library.

Pursuant to Tillamook County Social Media Use Policy, Tillamook County departments engaging in social media must develop and adopt operational and administrative standards for social media use. Per policy guidelines, the county has an overriding interest and expectation in deciding what is spoken on behalf of the county on social media sites. Therefore, operational, and administrative standards must be reviewed and approved by the chief administrative officer, or designee, before a social media account is established for a department or division within a department.

The Tillamook County Library has developed and adopted the following administrative and operational standards for social media use. These operational and administrative standards are used in conjunction with Tillamook County Policy IS-4 Social Media Use Policy. Employees authorized to post content on behalf of Library understand and will comply with the following standards.

1. Pursuant to Policy IS-4, the head of Library is ultimately responsible for all content that appears on the social media accounts operated by Library. The head of Library further designates the following person to exercise administrative authority over the social media accounts operated by Library:
Kelsey Sutton Martinez; Bill Landau

2. Library authorizes the following person(s) to communicate on behalf of the department on social media account(s): Kelsey Sutton Martinez, Bill Landau
3. Library intends to establish accounts on the following social media platform(s) to share information in support of the mission and business of the department:
Facebook
YouTube

4. Library recognizes that social media use is authorized for county/department business purposes and must comply with federal, state, and county laws, rules, and regulations, and county and department policies and procedures.
5. Library intends to update and maintain the accounts as necessary when information needs to be shared with the public, and check on messages at least once a week intervals.

SUBJECT: SOCIAL MEDIA ADMINISTRATIVE STANDARDS

6. Removal of the account or any of its contents may be determined by the department head or designee, Information Services Director, County Counsel, or Board of Commissioners.

OPERATIONAL STANDARDS

Tillamook County [Department Name] Operational Standards for Social Media Use for County Accounts

Employees authorized to post content on social media accounts are required to:

1. Protect and respect the privacy of clients, partners, and other employees; notify bystanders when you are taking photographs or video for use on county social media and afford an opportunity for people to get out of frame; obtain written or email permission to use the image or likeness of any person when taking photographs or video in a closed or non-public setting; follow all relevant security and privacy policies when taking photographs or video at or near county facilities.
2. Comply with federal, state and county laws regarding public records, copyright, records retention, fair use, privacy, and financial disclosure laws.
3. Check facts, cite sources, avoid copyright infringement, acknowledge, and correct errors, and check spelling and grammar before making a post live on any social media site.
4. Post only within the employee's area of expertise and knowledge.
5. Make corrections expediently and note that a correction was made.
6. Maintain confidentiality of county information.
7. Follow the rules and procedures of any social media site on which they are posting content on behalf of Tillamook County.
8. Regularly maintain and update active department sites.
9. Follow department standards for identifying themselves when posting on a social media site.
10. Obtain department head approval before posting anything as an official statement of Tillamook County unless the employee is an authorized spokesperson, and the information is posted on the county/department's web site.

Employees authorized to post content on social media sites are prohibited from:

1. Making libelous and/or defamatory or false statements.
2. Plagiarizing material.
3. Sharing private, personal, or confidential information.

SUBJECT: SOCIAL MEDIA OPERATIONAL STANDARDS

4. Posting commercial promotions or spam.
5. Posting information that is in draft form or is pending publication.
6. Including content in postings for which the county does not own the copyright or does not have legal permission to use.
7. Posting comments in support or opposition of political campaigns or ballot measures. Employees who engage in improper use of social media may be subject to disciplinary action. Disciplinary actions are subject to applicable policy or collective bargaining agreement.

Employee Name: Kelsey Sutton Martinez

Employee Signature: 

Date 1-5-22

Department Head/Elected Official Name: Geri Godber

Department Head/Elected Official Signature: 

Date 1-5-22

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Employee Name: Bill Landau

Employee Signature: Bill Landau

Date 2/15/22

Department Head/Elected Official Name: Geri Godbee

Department Head/Elected Official Signature: Geri Godbee

Date 2/17/22