



ARAPAHOE COUNTY

Arapahoe County Administrative Policies: Social Media Policy and Procedures

Synopsis

Arapahoe County wishes to represent itself appropriately and consistently online and supports the use of County-Supported Social Media Sites to further the goals of the County. The Arapahoe County Communication & Administrative Services Department determines, under the Social Media Policy and Procedures, how the County's web-based Social Media resources will be designed, implemented and managed. County-Supported Social Media Sites may be managed, modified or removed by the County's Communication & Administrative Services Department at any time. The purpose of these procedures is to communicate the requirements regarding the use of Social Media Sites and increase awareness of acceptable conduct of Covered Persons when interacting on County-Supported Social Media Sites.

Applies To: Covered Persons, for purposes of the Social Media Policy and Procedures, is defined as persons who perform services for Arapahoe County, with or without compensation, including:

- All full-time and part-time staff;
- Elected Officials*;
- Members of County boards and committees;
- Classified Employees;
- Temporary Employees;
- Appointed Employees;
- Volunteers;
- Contractors and consultants working on County-Supported Social Media Sites;
- Interns; and
- Others working on behalf of the County on County-Supported Social Media Sites.

** Personal and/or campaign accounts of elected officials are exempt from this policy. Other exemptions may apply for Elected Officials as outlined in this policy.*

Approval of Policy and Procedures: Policy and Procedures are effective June 22, 2021.

Administering Departments: Commissioners' Office

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1.0 PURPOSE AND SCOPE

Overview

The Arapahoe County Commissioners' Office - specifically the Communication Services Division - determines, under the Social Media Policy and these procedures, how the County's web-based Social Media resources will be designed, implemented and managed. County-Supported Social Media Sites may be managed, modified or removed by the County's Communication Services Division at any time.

Policy Statement

Arapahoe County supports the use of Social Media to advance the goals of the County. To ensure the County represents itself appropriately and consistently online, the Communication Services Division is charged with overseeing the design, implementation, and management of County-Supported Social Media Sites and overseeing the use of other Social Media Sites by Covered Persons.

Purpose of Procedures

The purpose of these procedures is to communicate the requirements regarding the use of Social Media sites and increase awareness of acceptable conduct of Covered Persons, and the public, when interacting on County-Supported Social Media Sites and other Social Media Sites.

Scope

The Social Media Policy and these procedures apply to Covered Persons, as defined in the Social Media Policy and these Procedures. The Social Media Policy and these procedures cover Covered Persons' conduct on and use of Social Media Sites, including new or existing County-Supported Social Media Sites for the length of their work for or service to Arapahoe County.

All other County policies, County ordinances and resolutions, state and federal laws, and United States and Colorado Constitutions, apply to Social Media, even if not specifically mentioned in this policy and the implementing procedures.

2.0 VIOLATIONS OF POLICY BY COVERED PERSONS

Violations of the Social Media Policy and these procedures are considered misconduct and may result in corrective action up to and including termination. In addition, the County may pursue all other remedies available to it at law.

Personal and/or campaign accounts of elected officials are exempt from this policy.

3.0 DEFINITIONS

Blog: A website where an author posts Content about a specific topic, usually targeted to a specific audience. Content is sometimes factual and/or opinion based. A blog, if commenting is enabled, allows members of the public (called "blog commentator(s)") to post their comments about posts by the blog author.

Content: Any posts, writings, material, documents, photographs, graphics, videos, links, or other information that is created, posted, distributed, or transmitted via Social Media.

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County: Arapahoe County, or its advisory boards, departments, or offices, as applicable to the context.

County Business: Any matter over which a Covered Person has any authority, administrative duties, or advisory duties.

County-Supported Social Media Sites: Social Media Sites used to communicate messages and interact with users as the County or on behalf of County programs, projects, departments, initiatives, officials and others.

Covered Persons: For purposes of the Social Media Policy and these procedures, persons who perform services for Arapahoe County, with or without compensation, including:

- All full-time and part-time staff;
- Elected Officials*;
- Members of County boards and committees;
- Classified Employees;
- Temporary Employees;
- Appointed Employees;
- Volunteers;
- Contractors and consultants working on County-Supported Social Media Sites;
- Interns; and
- Others working on behalf of the County on County-Supported Social Media Sites.

**Personal and/or campaign accounts of elected officials are exempt from this policy. Other exemptions may apply for Elected Officials as outlined in this policy.*

Digital Communication Specialist: The Social Media manager, or their designee, who will monitor, manage, supervise or control the County-Supported Social Media Sites and implementation of the County's Social Media Policy as provided in these procedures.

Doxing: Publicly publishing identifiable information (such as name, addresses, phone number, and contact information) on County-Supported Social Media Sites, through County email or when using County equipment, about an individual or organization without their consent, as a form of punishment, revenge, harassment, tormenting, or victimization; or with malicious intent; or as an attempt to quell First Amendment free speech rights.

Doxing may also include publishing identifiable information (such as name, addresses, phone number, and contact information) on a Personal Social Media Site, a Social Media Site that is not a County-Supported Social Media Site, through non-County email, through non-County equipment, or through any other electronic means, about an individual or organization without their consent, as a form of punishment, revenge, harassment, tormenting, or victimization; or with malicious intent; or as an attempt to quell First Amendment free speech rights, if the identifiable information relates to County residents, customers, and other persons or entities associated with or doing business with the County.

If the Covered Person is publishing the identifiable information as a citizen to address matters of public concern, the County must weigh that reason with the interest of the County in promoting the efficiency of County services to determine whether the doxing is subject to corrective action.

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Elected Official(s): Arapahoe County Commissioners, Assessor, Coroner, Clerk and Recorder, Sheriff, Treasurer, and District Attorney. Personal and/or campaign accounts of elected officials are exempt from this policy. Other exemptions may apply for Elected Officials as outlined in this policy.

Enterprise County-Supported Social Media Sites: County-Supported Social Media Sites that are created and maintained by the Digital Communication Specialist that have Enterprise-wide content.

Non-County-Supported Social Media Sites: Social Media Sites that are not created or maintained by the Digital Communication Specialist or a department or office.

Non-Enterprise County-Supported Social Media Sites: County-Supported Social Media Sites that are maintained by a department or office and have Content that relates specifically to that department or office. (Example: Clerk and Recorder, Sheriff's Office) This does not include personal and/or campaign-related accounts for Elected Officials as those are not supported or managed by the County.

Personal Social Media Sites: A presence on a Social Media site that is used solely for a Covered Person's personal use.

Social Media and Social Media Site: Internet and mobile-based applications, websites and functions, other than email, with a focus on immediacy, interactivity, user participation, and information sharing. These venues include social networking sites, forums, blogs, vlogs, microblogs, online chat sites, and video/photo posting sites or any other such similar output or format. Examples include Facebook, Instagram, Twitter, Tik Tok, YouTube, Nextdoor, Reddit, Vimeo, and emerging new web-based platforms generally regarded as Social Media or having many of the same functions as those listed.

Social Media Contract: An agreement with Social Media Sites for creating and/or maintaining a Social Media Site. These Agreements are commonly called a service/user agreement, terms of service, community guidelines/standards, etc.

4.0 COVERED PERSON OBLIGATIONS AND RESTRICTIONS IN PERSONAL USE OF PERSONAL SOCIAL MEDIA SITES AND OTHER SOCIAL MEDIA SITES

4.1 Preamble

The County recognizes that many Covered Persons use Social Media Sites, such as Facebook, in their personal lives. Therefore, these procedures provide guidelines for Covered Persons when they communicate on Social Media Sites as an individual. These guidelines are not provided to stifle Covered Person rights of free speech; the County has compelling governmental interests in providing these guidelines. The guidelines are provided to ensure that when Covered Persons are speaking as individuals, Covered Persons: (1) clearly communicate their status in doing so; (2) do not violate laws and rules of employment designed to protect and maintain the stability and integrity of the workplace; (3) protect County government data that is not public; (4) do not violate rules of ethics; and (5) do not violate open meeting law requirements.

4.2 Occasional Personal Use of Social Media

Personal use of Social Media Sites is the day-to-day use of Social Media Sites by Covered Persons

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that is not related to official duties. Covered Persons must restrict personal use of Social Media Sites during work hours to occasional activities that do not interfere with the ability to conduct County Business.

In the event individual departments have department-specific guidelines on the personal use of Social Media, those guidelines should be followed.

4.3 County email account or password for County Business

Covered Persons must not use their County email account or password in conjunction with a Personal Social Media Site or other Social Media Sites that are not County-Supported Social Media Sites.

4.4 Use of County Data that is Not Public

Covered Persons must not make intentional, careless, or unintentional disclosures of County data that is not public. Unauthorized disclosures can include, but are not limited to, the unauthorized dissemination of private, confidential, proprietary or privileged information.

4.5 Covered Persons not to Engage in Doxing

Covered Persons must not engage in doxing on any Social Media site.

4.6 Personal Use of Social Media

The County respects Covered Persons' rights to post to and maintain Personal Social Media Sites, and to use and enjoy Personal Social Media Sites on their own personal devices during non-work hours, and occasionally during work hours, if the use does not interfere with the Covered Persons' ability to conduct County business.

The following guidelines apply to personal communications using various forms of Personal Social Media Sites:

1. Covered Persons are responsible for their conduct and the Content they post on Personal Social Media Sites.
2. Covered Persons must not use Personal Social Media Sites to originate Content as an official form of communication, to speak on behalf of the County, to indicate they are representing the interests of the County, or in a way that could be perceived as official County communication. Always consider how something may be interpreted or understood before posting.
3. Under no circumstances should County employees use their personal Social Media accounts to conduct County business.

If a work or County matter or comment from the public is in need of a response, the only acceptable response is to provide an appropriate County work email and phone number and state that employees are barred from conducting County business through personal accounts. Personal and/or campaign accounts of elected officials are exempt from this policy.

4. Covered Persons should understand the transferability of Social Media Content and that

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they have no expectation of privacy on Social Media Sites, regardless of their privacy settings. Private communications posted on the internet can easily become public. Please see the County [Open Records Policy](#) for further information.

Covered Persons should also remember that conduct on Personal Social Media Sites could be obtained and used in criminal trials, civil proceedings, in department investigations, and to assess bias that would erode public trust in Arapahoe County.

5. The County expects Covered Persons to be truthful, courteous, and respectful toward supervisors, co-workers, County residents, customers, and other persons or entities associated with or doing business with the County. When a Covered Person can be identified as someone who does work for Arapahoe County, a Covered Person must not engage in name-calling or personal attacks or other such demeaning behavior if the conduct would adversely affect their duties or workplace for the County. This Section and its limitations apply when the action of the Covered Person adversely affects their work, job duties or ability to function in their position or creates a hostile work environment.
6. Covered Persons must not give the impression that their Personal Social Media Sites is an official County site or that they are an official spokesperson of the County, through use of a County brand, logo, or other County identifiers, such as a uniform.
7. The County website URL must not be used in the biography portion of Personal Social Media Sites where it could be perceived as a County-Supported Social Media Site or an endorsement by the County. Inclusion of the URL as it relates to employment history is acceptable.
8. If a Covered Person chooses to identify themselves as someone who does work on behalf of Arapahoe County on a Personal Social Media Site or on a Social Media Site that is not a County-Supported Social Media Site, and posts a personal opinion on a matter related to County business, a disclaimer that is similar to the following must be used: "These are my own opinions and do not represent those of Arapahoe County."

If a Covered Person chooses to identify themselves as a member of a County board or committee on a Personal Social Media Site or on a Social Media Site that is not a County-Supported Social Media Site, and posts a personal opinion on a matter related to board or committee business, as applicable, a disclaimer that is specific to the name of the board or committee must be used. For example, for a member of the Board of Adjustment, a disclaimer similar to the following must be used: "These are my own opinions and do not represent those of the Board of Adjustment."

9. The County requires Covered Persons to act in a prudent manner with regard to Social Media Site postings that reference the County, its personnel, its operation or its property. In publicly accessible places like Social Media Sites, Covered Persons shall not discuss any County or department information that is not already considered public.
10. There may be times when personal use of Social Media Sites that are not County-Supported Social Media Sites (even if it is off-duty or using their own equipment) may affect or impact the workplace and become the basis for coaching or corrective action. Examples of

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situations where this might occur include, but are not limited to:

- a. Cyber-bullying, stalking or harassment.
- b. Participating in offensive, hateful conduct.
- c. When conduct on Personal Social Media could be perceived as a conflict with the County's mission, values, or degrades public trust in the County or its department.
- d. Release of County data that is not public.
- e. Unlawful activities.
- f. Inappropriate use of the County's name, logo, website URL, or a Covered Persons' position or title.
- g. Using County-owned equipment or County-time for more than occasional personal use on Social Media Sites that are not County-Supported Social Media Sites, which interferes with the one's ability to do their job. Please see the County Computing Policy for further information.
- h. Violation of law, whether federal, state, or local, or violation of a County policy.

5.0 CREATION OF ENTERPRISE COUNTY-SUPPORTED SOCIAL MEDIA SITES AND NON-ENTERPRISE COUNTY-SUPPORTED SOCIAL MEDIA SITES

5.1 Creation of Enterprise Social Media Sites

The Commissioners' Office establishes and maintains all Enterprise County-Supported Social Media Sites (i.e. flagship accounts such as Arapahoe County and Event Center) in accordance with this policy. Covered Persons are encouraged to contribute content and ideas to this site by contacting the Digital Communication Specialist.

5.2 Creation of Non-Enterprise Social Media Sites

Non-Enterprise accounts are County accounts that represent a specific department, office or program (such as the Sheriff's Office and Arapahoe Votes).

Such accounts are to be developed and managed in accordance with this Social Media Policy. However, if an Elected Office opts not to follow this Countywide policy, an Office-specific Social Media Policy should be in place and available on the Office's associated Social Media Sites and the County's website.

In accordance with this Countywide policy, a department, office or program may request development of its own Non-Enterprise County-Supported Social Media Site specific to its needs or programs. New accounts must be approved by the Communication Services Division or the Elected Official. Such Non-Enterprise County-Supported Social Media Sites should be focused and limited in scope and topic. They should complement rather than duplicate already existing County-Supported Social Media Sites.

1. The requestor shall develop a Social Media Action Plan, as provided in Appendix A, and submit it to the Communication Services Division. The form request shall help determine, at a minimum:
 - a. How or in what respect there is a clear benefit of specific stakeholder outreach that

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- is not already met by other County-Supported Social Media Sites; and
- b. The identification of target audience(s), measurable goals and objectives, and alignment with County, department, and office goals; and
- c. Long-term sustained ability of the Covered Person(s) to create high-quality Content, and manage the day-to-day engagement as outlined in these procedures; and
- d. How the department or office has developed an effective strategy to maintain the County-Supported Social Media Site, including who is able to access and post, removal of inappropriate Content, and the ability to provide data for data and open records requests.

2. The Communication Services Division will facilitate the review of Social Media Action Plans and provide feedback on that plan.

5.3 Postings, Notifications, and Public Hearings

County-Supported Social Media Sites shall not serve as a replacement for postings, notifications, and public hearings as required by law or County policy or procedures.

5.4 Compliance with Procedures

County-Supported Social Media Sites must be maintained in compliance with the Social Media Policy and Procedures except where an Office-specific Social Media Policy is in place. In the event a site is “jointly managed” by more than one entity (e.g. A/D Works! or Collaborative Foster Care Program) a primary owner should be identified and the site is to follow the policies of that primary owner.

5.5 Creation or Use of Non-Official Social Media Accounts for Investigations

Covered Persons may use Non-Official Social Media accounts for work-related investigations. Non-Official accounts are accounts that are used for specific work-related investigations, but which do not openly identify the account creator/manager as County related.

Any Covered Persons using Non-Official Social Media accounts for investigative purposes are required to get approval from both their department director and the County Attorney’s Office.

These Covered Persons will maintain a log of all social media postings to non-official accounts. Social Media Content is subject to Open Records laws and social media retention policies. Please see the [Open Records Policy](#) for further information.

These accounts should be retired no later than 30 days after the completion of the investigation, but access (or a log) of the posts must be maintained for 24 months in the event it’s needed for legal reference.

6.0 ADMINISTRATIVE ROLES AND RESPONSIBILITIES

6.1 Commissioners’ Office

The Commissioners’ Office – specifically the Communication Services Division - is responsible for developing and administering the County’s presence on County-Supported Social Media Sites. The Digital Communication Specialist, at the direction of the Commissioners’ Office, shall review, monitor, and enforce all approved County-Supported Enterprise Social Media Sites. The

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Communication Services Division will also review and provide feedback on any submitted Social Media Action Plans.

6.2 New Non-Enterprise County-Supported Social Media Sites

The C Communication Services Division will not create or support new Social Media accounts for the representation of individual elected officials or as part of their re-election campaigns. Instead, Social Media accounts may be considered for the elected official's office role, such as Clerk & Recorder, Coroner, Assessor, etc.

On a case-by-case basis, the Communication Services Division must review and approve or deny all requests for developing a Non-Enterprise County-Supported Social Media Site, as provided in Section 5.0 ENTERPRISE COUNTY-SUPPORTED SOCIAL MEDIA SITES AND NON-ENTERPRISE COUNTY-SUPPORTED SOCIAL MEDIA SITES.

6.3 Existing Non-Enterprise County-Supported Social Media Sites

Departments or offices must review existing Non-Enterprise County-Supported Social Media Sites that have already been established as of the effective date of these procedures to ensure that those sites comply with the Social Media Policy and Procedures.

6.4 Non-Enterprise County-Supported Social Media Sites

The department or office shall:

1. Review external information posted to its Non-Enterprise County-Supported Social Media Sites to ensure the Content is appropriate, professional, and consistent with the County's policies, the purpose for which the site exists, and the County Terms of Use in Appendix B. Frequent review of sites that provide opportunity for comment or other interaction is essential. The department or office must establish a schedule for the regular review of each of its Non-Enterprise County-Supported Social Media Sites.
2. Consult with the Digital Communication Specialist and the County Attorney's Office before removing Content or blocking individuals from the Non-Enterprise County-Supported Social Media Site. All Content is considered public record. See the Public Records Policy for further information.
3. Communicate regularly with the Digital Communication Specialist and the County Attorney's Office to ensure that its Non-Enterprise County-Supported Social Media Sites comply with any applicable public records laws.
4. Establish a process to ensure that all Covered Persons in the department or office, as applicable, are aware of these procedures.
5. Review the Social Media Action Plan with the Digital Communication Specialist annually to track progress on the goals and objectives of each Non-Enterprise County-Supported Social Media Site.
6. Develop, if needed, more detailed or restrictive procedures for its Non-Enterprise County-Supported Social Media Sites. These procedures must be developed in coordination with and approved by the Digital Communication Specialist. These more detailed or restrictive procedures cannot contradict the County's Social Media Policy and these procedures.
7. Have a department-specific Social Media Policy in place if not following this countywide policy.

7.0 STANDARDS AND BEST PRACTICES OF COUNTY-SUPPORTED SOCIAL MEDIA SITES

7.1 Limited Public Forum

Unless otherwise specifically noted, when the County establishes and maintains a County-Supported Social Media Site it does so to communicate to the public through official County Content. If the County allows the public to provide Content on the County-Supported Social Media Site, such use is subject to the County Terms of Use as set forth in Appendix B, and may be terminated at any time at the discretion of the County.

7.2 Removal of Content of the Public

A Covered Person must not remove Content from a County-Supported Social Media Site unless the Covered Person has consulted with the Digital Communication Specialist and the Digital Communication Specialist has approved the removal of the Content. In determining whether Content should be removed from a County-Supported Social Media Site, the Digital Communication Specialist may consider whether the removal is reasonably required under these procedures, including the County Terms of Use in Appendix B, and will consult with the County Attorney's Office regarding whether removal is appropriate. If Content is removed, documentation must be kept, such as screen shots of the data that was removed and the reason for removal.

7.3 Blocking

A Covered Person must not block an individual from interacting with a County-Supported Social Media Site unless the Covered Person has consulted with the Digital Communication Specialist and the Digital Communication Specialist has approved the blocking. In determining whether an individual will be blocked, the Digital Communication Specialist may consider, among other things, whether blocking is allowed under these procedures, including the County Terms of Use in Appendix B, the law at the time, the nature of the incident on the County-Supported Social Media Site that prompted review, whether blocking would entail viewpoint discrimination, and whether other actions could be attempted to stop or prevent further violations without blocking an individual. The Digital Communication Specialist will consult with the County Attorney's Office before authorizing a block. If an individual is blocked, documentation must be kept, such as screen shots of the data that prompted the block and the reason for the block.

7.4 Profanity Filters

The County enables profanity filters on the Social Media platforms that have them. User comments may be automatically hidden from the County site's feed due to use of words deemed offensive by the platform. Although the comment is hidden on the County site's feed, it may still be visible to the user and user's connections, depending on their own profanity settings. Comments automatically hidden by the profanity filters should not be deleted nor unhidden.

7.5 Editing and Deleting Published Posts

Editing: Editing or correcting content to fix a grammatical mistake, clarify language, or correct an image/video, is acceptable as long as the meaning of the original post is preserved. The corrections can be made without preserving a copy for records because these are considered non-substantive changes and have no records value.

- A more official Correction message may also be included within the post, as a comment, or as a threaded Tweet if the changes warrant a more detailed explanation.

Deleting: Social Media content may be deleted if the content was posted in error, contains substantial inaccuracies, violates the County’s Social Media Policy, or is the result of a hack.

- Social Media content posted in error (accidentally published, mis-scheduled, technical issue) may be deleted without preserving the original post if the deletion is reasonably immediate and the post has little to no engagement.
- In all other cases, a copy of the original post must be preserved (for example: screenshot or Social Media archiving tool) before deletion, as it could be deemed an important reference in the event of a legal situation.

7.6 Required Terms of Use

The County Terms of Use must be provided on all County-Supported Social Media Sites, to the extent allowed by the technology, even if as a link, as provided in Appendix B.

7.7 Data Retention and Privacy

All Social Media interaction involving a County-Supported Social Media Site is subject to the County’s retention best practices (24 months), and the Colorado Open Records Act and other privacy laws. Please see the [Open Records Policy](#) for further information.

7.8 Archiving Content

In the absence of a social media archiving tool, all efforts will be made to retain social media content in its original platform for no less than 24 months. This is subject to the abilities of each platform.

7.9 Visual Appearance and Logos

To communicate a clear and consistent association with the County, County-Supported Social Media Sites must comply with the County’s brand standards. Where appropriate, Social Media pages should include the County’s logo and County colors. Any deviation from the County’s brand standards must be determined by the Digital Communication Specialist and the Brand Manager/Graphic Designer. Page names should be descriptive of the department/office/program using the site.

7.10 Design

Design elements (logos, background, images) should be appropriate to the subject matter and consistent with the County’s brand guidelines.

7.11 Identification

All County-Supported Social Media Sites must clearly indicate that the site is maintained by the County, department or office.

All County-Supported Social Media Sites should attempt to have the sites verified by the Social Media platform, when available, as the “official” account of the County, department, office or program.

7.12 Intellectual Property Rights and Confidential Information

Information that is proprietary, copyrighted or any other intellectual property, attorney-client privileged, protected under state or federal privacy laws, and not subject to disclosure, must not be posted on County-Supported Social Media Sites.

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Any questions concerning this standard should be directed to the Digital Communication Specialist and the County Attorney's Office

An owner of copyrighted material or other intellectual property who believes the owner's rights are infringed must promptly notify the Digital Communication Specialist at CommunicationsAdmin@Arapahoegov.com. The Digital Communication Specialist must take appropriate action upon notification.

7.13 Data Tracking

Most Social Media Sites offer some mechanism for capturing data or tracking user trends and activity. The Digital Communication Specialist, and others maintaining Non-Enterprise County-Supported Social Media Sites, may use these applications to ensure the most effective use of Social Media outlets.

7.14 References, Links and Embedded Content

A. Links Allowed

Links placed on County-Supported Social Media Sites by the County must only link to a resource on the County's website of www.arapahoegov.com, a subdomain of the County website, other County-Supported Social Media Sites, a state, federal or local government site, an educational website, or an organization with an official partnership or supportive business relationship with a County department or program. In short, trusted and known entities associated with the County.

B. Links to County Site

Non-Enterprise County-Supported Social Media Sites should include a relevant link to the County's website of www.arapahoegov.com or a subdomain of the County website.

C. Links Not County-Endorsed

Any references or links to a specific entity, product, service or organization posted by individuals on County-Supported Social Media Sites must not be considered an endorsement by the County or its Covered Persons.

D. County Not Responsible for External Links or Social Media Sites

The County is not responsible for and does not guarantee the authenticity, accuracy, appropriateness or security of any link, Social Media Site, or its Content.

E. County may Delete Links and Embedded Content

The County reserves the right to and may delete links and embedded Content in accordance with these procedures.

F. No links to election/campaign websites

County-Supported Social Media Sites shall not include a link or reference to any election or campaign website, or include any content that may be in violation of the Colorado Fair Campaign Practices Act.

7.15 Security and Privacy Risks

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Applications (such as streaming video, music, photos, and subscriptions to RSS feeds) that may be useful to a County-Supported Social Media Site's mission can cause clutter, security risks, and copyright issues. An application should only be used to serve a County purpose and add to the user experience, and only if it comes from a trusted source and has been approved for use by the Digital Communication Specialist and IT. An application may be removed at any time, without notice, if it causes a security breach or contains or is suspected of containing a virus.

Where Social Media Sites are hosted by third parties, they are governed by those parties' privacy policies. Additionally, the County-Supported Social Media Sites are governed by the County's Social Media Policy, these procedures, and privacy laws.

7.16 Hacking and Loss of Account Access

In the event access to a County-Supported Social Media Site is lost, removed or restricted, or a County-Supported Social Media Site is hacked, the Digital Communication Specialist and the IT Service Desk must be notified as soon as possible before taking any additional action.

7.17 Use of Public Email to Set Up Account

Covered Persons responsible for setting up or maintaining County-Supported Social Media Sites must use their County-issued email accounts or the official account of their department, where an email is required. This better allows the County to secure and manage accounts.

7.18 No Privacy in Administration of Site

There is no reasonable expectation of privacy associated with the administration of a County-Supported Social Media Site established under these procedures.

7.19 Account Ownership Remains with County

Upon Covered Person termination, retirement, or other form of separation from the County, or change in job duties, ownership of County-Supported Social Media Sites remains the County's and the Covered Person must take all necessary steps to protect the County's interest in the County-Supported Social Media Site and transfer ownership as provided in Section 11.0 TRANSFERRING OWNERSHIP, ADMINISTRATIVE RIGHTS AND RESPONSIBILITIES FOR A COUNTY-SUPPORTED SOCIAL MEDIA SITE.

7.20 Posting by Authorized Covered Persons under Social Media Action Plan

The County-Supported Social Media Sites are to be used for County business only. Postings not related to the County or its programs are not allowed. Only Covered Persons authorized by the Digital Communication Specialist are permitted to post on any County-Supported Social Media Site. Content posted must be consistent with the Social Media Action Plan.

7.21 Covered Person Guidelines on Posting and Responding

Covered Persons using County-Supported Social Media Sites, whether as an administrator or as a Covered Person adding Content or responding to a posting, must follow these guidelines:

1. Unless posting or responding as the site administrator, a Covered Person must be clear about their role with regards to the subject and the extent of the Covered Person's authority to speak for the County.
2. A Covered Person may write and post about the Covered Person's area of expertise, especially as related to the County and daily assignment(s). When writing about a topic for

which a Covered Person is not the County's expert, make this clear to readers, and provide a resource, such as a contact or website URL to get more information.

3. Keep postings factual and accurate. If a mistake is made, admit to it and post a correction as soon as possible.
4. Reply to comments, messages and tags within two business days when a response is appropriate. When disagreeing with others' opinions or providing comments, be sure that the comments are meaningful, respectful and relevant to the topic.
5. Understand that postings are widely accessible, not retractable, and may be retained or referenced for a long period of time, so consider Content carefully.
6. Ensure comments do not violate the County's privacy, confidentiality and applicable legal guidelines for external communication. Never comment on anything related to legal matters, such as pending litigation, without the specific approval of the Arapahoe County Attorney and Digital Communication Specialist.
7. Refrain from expressing personal opinions or positions regarding policies, programs or practices of other public agencies, political organizations, private companies or non-profit groups. Official County positions can be expressed.

7.22 Privacy Policies of Third-Party Sites

Social Media brand pages are at risk and often the target of hacking and hijacking. Covered Persons with access to County-Supported Social Media must take proper measures to ensure Social Media Site security, including but not limited to: enabling two-factor authentication or multi-factor authentication; not sharing access with those not approved for access; changing passwords at least every 90 days, especially after a reported breach or leak of log-in credentials; and not allowing non-Covered Persons access without written approval from the Digital Communication Specialist.

Account access is at the discretion of the Digital Communication Specialist and must be detailed in the Social Media Action Plan.

7.23 Management of Usernames, Passwords, and Permissions

The Digital Communication Specialist must maintain access to all County-Supported Social Media Site accounts. The Digital Communication Specialist must receive and maintain a list of usernames and passwords for all County-Supported Social Media Sites with unique usernames and passwords, to ensure records access for data requests, to ensure records retention, to post on them during an emergency, to assist in removing inappropriate posts, and to ensure continuity in the sites when there is a change of administrator. Changes of passwords or other credentials that are used to log into a County-Supported Social Media Site account must be reported to the Digital Communication Specialist within 24 hours of the change.

The above Section does not apply to Personal Social Media Accounts.

On Social Media platforms where indirect permissions to sites can be granted and managed via a Covered Person's personal Social Media accounts, the Digital Communication Specialist may do so only:

- With the permission of the Covered Person; and

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- As long as the Digital Communication Specialist retains administrative control over the account.

In special cases, efforts will be made to accommodate a Covered Person who does not feel comfortable using their personal social media accounts, or does not have a personal account, as an access point to County sites, by exploring alternative access. However, alternative access is not guaranteed, and the Covered Person may be required to use or create a personal account.

7.24 Monitoring of County-Supported Social Media Sites

Covered Persons who administer County-Supported Social Media Sites are required to regularly monitor the site no less than every two business days to respond to comments and to determine whether the comments or any Content placed on the site by the public is inappropriate under these procedures, including the County Terms of Use in Appendix B. In the event the primary administrator is on vacation or on a prolonged absence, a secondary administrator should be assigned the duties temporarily.

7.25 County Ownership of Data on County-Supported Social Media Sites

The County retains the rights to all text, photographs, graphics of any kind and other Content found on County-Supported Social Media Sites that was produced by the County. All Social Media communications or messages composed, sent, or received on County equipment in an official capacity or on other equipment in an official capacity are the property of the County.

7.26 Third Party Copyright or other Intellectual Property Interest

Content that could violate a legal ownership interest of any party or copyright or other intellectual property should not be posted or submitted in any form without written permission from the holder of those rights. Any person redistributing information subject to a third-party copyright or other intellectual property via the County-Supported Social Media Sites must adhere to the terms and conditions of the third-party intellectual property or copyright holder and upon request of the holder of the copyright or owner of other intellectual property, the information may be removed from the site. Please consult with the Digital Communication Specialist if such a request is made. To avoid copyright violations for third-party videos, a Covered Person should link to or share from the original post and should not embed or upload a video on a County-Supported Social Media Site or on a County web site.

7.27 Imagery

Images or videos posted to County Social Media shall comply with the following guidelines:

- All images or videos posted on the County's Social Media pages shall only be for general promotion of County programs and services, or shall be recognized as content of importance or of interest to the community.
- No image or video shall be posted without first ensuring that the person posting or the County has the right to use such image or video under copyright laws. If there are any questions about whether the person who intends to post the image or the County has the right to use the image, the County Attorney's Office should be consulted.
- Professional photos and images of artwork published to Social Media, with the permission of the artist, should be credited in the post. This does not apply to artworks in the public domain (Covered Persons should consult with the County Attorney's Office

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before determining artwork is in the public domain and not subject to copyright protection), purchased stock images, or works created for the County under contract.

8.0 RECORDS RETENTION, PUBLIC RECORDS, AND OPEN MEETINGS

8.1 Records Retention

Departments or offices maintaining County-Supported Social Media Sites should follow best practices and preserve records for a period of 24 months in a format that preserves the integrity of the original record and is easily accessible. Further, the Digital Communication Specialist, or any Covered Person may only delete, or otherwise dispose of social media records, within that 24-month period, with the approval of the County Attorney's Office.

8.2 Public Records

State law governs whether Content in County-Supported Social Media Sites, including a list of subscribers and posted communications, is a public record.

The Digital Communication Specialist, or the appropriate department or office of the County maintaining the County-Supported Social Media Site, is responsible for working with the Attorney's Office in responding completely and accurately under the requirements of state law to any requests for information for Content on a County-Supported Social Media Site.

8.3 Open Meetings and Public Business

The Colorado Sunshine Law for Open Meetings governs whether communications must be discussed in an open meeting or constitutes a meeting. Covered Persons should not use County-Supported Social Media Sites to discuss matters that can only be discussed in an open meeting under the Colorado Open Meeting law.

9.0 LIMITATION ON LIABILITY OF COUNTY

9.1 Accuracy of Posted Information is not Guaranteed

The County strives to post accurate and relevant Content on County-Supported Social Media Sites. However, the County does not guarantee the accuracy of any information posted and assumes no liability for damages resulting from reliance on any inaccuracies.

9.2 Continuity not Guaranteed

The County does not guarantee that County-Supported Social Media Sites will be uninterrupted, permanent or error free.

9.3 Public Forum

County-Supported Social Media Sites are not intended to operate as traditional open public forums. When the County opens the site for public comment, it does not intend to open the site for all purposes, but to open the site for limited discussion of only those topics addressed by the County on that site. If opened to public comment, the County thereafter reserves the rights to close any site to public comment, in its discretion.

9.4 Free Speech Rights of the Public

Covered Persons administering County-Supported Social Media Sites must not participate in viewpoint discrimination as prohibited by the First Amendment, or take any other action prohibited by the First Amendment. If a question arises as to whether content or activity is protected by the First Amendment, the County Attorney's Office should be consulted. Content that generally is not considered covered by the First Amendment is listed in Appendix B of these procedures, under the Terms of Use APPENDIX B.

10.0 NOTICE AND RIGHT TO APPEAL REMOVAL OF CONTENT, BLOCKING, OR APPLICATION OF THESE PROCEDURES TO THE PUBLIC

10.1 Removing Content of the Public or Blocking Notice

Content removal and blocking may only take place when the Terms of Use have been violated (Appendix B). When the County determines it will remove Content of the public, or block someone from the public from posting on or accessing a County-Supported Social Media Site, the Digital Communication Specialist must consult with the County Attorney's Office and endeavor to contact the person promptly to notify them of the action and outline the violation that has taken place.

When Content is removed because it is a potential security breach or may contain a virus, the notice under this Section 10.1 is not required, but the person responsible for the post may appeal the decision under Section 10.2 Appeal of Decision to Remove Content of the Public or Blocking.

Before Content is removed, the Digital Communication Specialist should adhere to the 7.2 (Removal of Content of the Public) section of this policy. Before a user is blocked, the Digital Communication Specialist should adhere to the 7.3 (Blocking) section of this policy.

10.2 Appeal of Decision to Remove Content of the Public or Blocking

When Content has been removed, anyone aggrieved, other than a Covered Person acting as a Covered Person, may seek to have the Digital Communication Specialist reconsider the decision to remove Content by providing the Digital Communication Specialist with a written request stating the reason or reasons why the Content should not be removed under the County Terms and Conditions, as set forth in Appendix B.

This written request must be sent to the Digital Communication Specialist at the following email address: CommunicationsAdmin@Arapahoegov.com. The Digital Communication Specialist must render a written decision on the request noting the basis for the decision. That written decision should be rendered, if possible, within one business day (excluding official County Holidays) of receipt of the request, but should be within no longer than ten business days (excluding official County Holidays) of receipt of the request. The decision of the Digital Communication Specialist shall be the final administrative decision of the County.

If content is removed due to malware or a security breach, that fact is to be documented and the content may not be restored under any circumstances.

10.3 Appeal for other than Removing Content or Blocking

When a person, other than a Covered Person, believes these procedures violate their rights in

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ways other than set out for appealing the removal of Content, or the blocking of a person from posting or accessing, that person may seek to have the Digital Communication Specialist review all or part of the procedures as applicable to that person by providing the Digital Communication Specialist with a written request at CommunicationsAdmin@arapahoegov.com stating the reason or reasons why the procedures violate the person's rights.

The Digital Communication Specialist shall confer with the County Attorney's Office and should render a written decision on the request within fifteen business days (excluding official County Holidays) and give the basis for the decision. For good cause, the Digital Communication Specialist may extend the time for rendering a decision. The decision of the Digital Communication Specialist shall be the final administrative decision of the County.

10.4 Covered Person Process for Appealing

The procedure to appeal under Section 10.0 does not apply to a Covered Person when the Covered Person is acting as a representative of the County. The rights to appeal under Section 10.0 do apply when the Covered Person is acting in the Covered Person's capacity as an individual. A Covered Person who feels aggrieved by any action under these procedures not covered by Section 10.0 should seek review through established grievance procedures or through the Covered Person's chain of command or by reporting the issue to a supervisor or manager.

11.0 TRANSFERRING ADMINISTRATIVE RIGHTS AND RESPONSIBILITIES FOR A COUNTY-SUPPORTED SOCIAL MEDIA SITE

When the individual who administers a Non-Enterprise Social Media Site will be or has changed, the following actions shall occur:

1. The administrator or department director should notify the Digital Communication Specialist, preferably before the change needs to occur. Include whether the change is to a different administrator or to an entirely different department or office, as applicable.
2. The new administrator shall be given all administrative rights to the County-Supported Social Media Site.
3. Administrative rights for the departing administrator must be revoked immediately when such administrator separates from service or is removed from his or her role as administrator.
4. Any Covered Person who improperly uses administrative rights to a County-Supported Social Media Site while employed may be subject to corrective action up to and including termination. Further, any person who, after having separated from employment, improperly uses administrative rights to a County-Supported Social Media Site may be prosecuted to the fullest extent of the law.

12.0 DEACTIVATING A COUNTY-SUPPORTED SOCIAL MEDIA SITE

If a decision is made by the Digital Communication Specialist or a Covered Person acting on behalf of a County department or office, to deactivate a County-Supported Social Media Site, the following actions shall occur:

1. Contact the Digital Communication Specialist to assist in any required preservation of Content of

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- the County-Supported Social Media Site. (See Section 8.1 Records Retention)
2. Set a timeline for deactivating the County-Supported Social Media Site.
 3. Develop a “sign-off” message to post on the site that includes when the site will be closed and a “sign-off” message to post during the final days/weeks.
 4. Confirm to the Digital Communication Specialist once the site has been deactivated that the site is completely deactivated.
 5. Consult with the Digital Communication Specialist to determine whether to protect the site name by keeping it active, if possible, to prevent use of the County’s name for improper purposes. If a decision is made to protect the site name, take all necessary action to do so.

Considerations for deciding whether to deactivate a County-Supported Social Media Site may include, but not be limited to: it is no longer needed to accomplish goals; it does not comply with these procedures; it is not currently being used or is being under-used; and/or it is not being monitored properly.

13.0 USE OF COUNTY-SUPPORTED SOCIAL MEDIA SITES IN TIMES OF DISASTER OR EMERGENCY

In disaster or emergency situations:

1. The Digital Communication Specialist, or the Commissioners’ Office in the role of Public Information Officer on behalf of the Arapahoe County Office of Emergency Management, or other appropriate person, may assume control of County-Supported Social Media Sites to ensure that communications are managed appropriately and to ensure timely dissemination of information during the disaster or emergency.
2. Non-Enterprise County-Supported Social Media Sites cannot be used for disseminating crisis or emergency communications without review by and consent from the Digital Communication Specialist.
3. If the Digital Communication Specialist has approved and shared County messages on an Enterprise County-Supported Social Media Site, the departments or offices may amplify those County messages on the Non-Enterprise County Supported Social Media Sites.

14.0 COVERED PERSON OBLIGATIONS AND RESTRICTIONS IN OFFICIAL USE OF COUNTY-SUPPORTED SOCIAL MEDIA SITES

14.1 Duty of Covered Persons Assigned to Maintain County-Supported Social Media Sites

Covered Persons assigned to maintain County-Supported Social Media Sites must comply with these procedures. Non-exempt Covered Persons must not work on County-Supported Social Media Sites during off-duty hours unless specifically pre-approved to do so in writing by the Covered Person’s supervisor or appropriate person under applicable work rules. All such approved time worked outside the Covered Person’s normal work schedule must be reported and included in the Covered Person’s regular work week.

14.2 All County policies and State and Federal Laws Apply

All other County policies, County ordinances, United States and Colorado Constitutions, and state and federal laws apply to Social Media, even if not specifically mentioned in the Social Media Policy or these procedures. As examples:

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1. Human Resources policies which cover substandard performance and misconduct.
2. Employment policies that cover Anti-Discrimination, Harassment, and Retaliation.
3. A Covered Person cannot use County-Supported Social Media Sites to engage in campaigning for any political campaign or candidate.
4. A Covered Person cannot use County-Supported Social Media Sites for solicitation of donations (monetary or physical) unless it is a County-sponsored or supported program.

14.3 Covered Person Use of County-Supported Social Media Sites Presumed Public

A Covered Person's use of County resources or equipment, including County-Supported Social Media Sites, is not private and Covered Persons should presume there is no expectation of privacy while using the County-Supported Social Media Site.

14.4 Only Post Public Data

Covered Persons shall protect all data that is not public, which includes, among other protections, not posting such data on County-Supported Social Media Sites.

14.5 Digital Advertising

To comply with goals; Social Media Site terms of services, community guidelines and policies; laws; records retention requirements; procurement procedures; and risk management considerations, Covered Persons must work with the Digital Communication Specialist for any digital advertising needs on a County-Supported Social Media Site.

14.6 Social Media Monetization

Covered Persons must not use any County-Supported Social Media Site to personally profit through the Site's monetization tools, regardless of its availability. Monetization can take many forms, including pre-video and mid-video advertisements, among others. Monetization does not include the use of County-Supported Social Media Sites to collect payments for County services, such as payments for permits, impound fees, business licensing, utility billing, pet adoption, or event tickets, etc.

14.7 Media Inquiries

Occasionally, members of the media may ask questions or make requests of the County via Social Media. Those administering a County-Supported Social Media Site should work directly with the Communication & Administrative Services Department or their own public information officer prior to responding.

15.0 SUPPLEMENTAL PROVISIONS FOR ELECTED OFFICIALS

15.1 Ethics

All officials are expected to abide by the Arapahoe County Code of Ethics, when on County-Supported Social Media Sites or on Personal Social Media Sites or other Social Media Sites.

15.2 Separation of Account Purposes

Any and all official County business must be conducted on County-Supported Social Media Sites and not on Personal Social Media Sites or other Social Media Sites, such as campaign or election-related Social Media Sites.

15.3 No Links to Personal Social Media Sites

County-Supported Social Media Sites must not include hyperlinks to Personal Social Media Sites.

15.4 Account Continuity

County-Supported Social Media Sites are to remain with the County, and not the person in the elected or appointed position. Communication within the County-Supported Social Media Sites is County data. The Digital Communication Specialist must retain access to these accounts for continuity.

15.5 Naming Convention for Departments headed by Elected Officials

Accounts will have uniform naming conventions and URLs. The site may include the current Elected Official's name; however, the page's name and username (such as the URL on Facebook) or the handle must remain office specific. The usernames and handles should be consistent across Social Media platforms.

15.6 County Data and Archiving

All communications and engagement conducted on County-Supported Social Media Sites is considered County government data. Therefore, Officials may not retain official accounts, or access to any official accounts in a personal capacity after departing the County.

15.7 Account Transition

When an Elected Official leaves office, the County-Supported Social Media Account for their department will transfer to the new office-holder. The accounts will be updated to reflect the new Elected Official on the date the new office-holder's term is effective.

15.8 Political activity

Officials are prohibited from using County-Supported Social Media Sites to engage in any political activities, such as to campaign for re-election or to endorse any candidates for any office, or influence or compel any person to apply for membership in or become a member of any political organization, or to pay or promise to pay a political contribution, or to support or oppose a statewide or county ballot measure (except to the extent determined by the County Attorney's Office to be in compliance with state law).

Officials may use their Personal Social Media Sites or other Social Media Sites for this type of activity. Officials must not use County-Supported Social Media Sites to engage in any activity or conduct that violates federal, state or local law, or circumvents election or campaign requirements.

15.9 Content

Content posted to the County-Supported Social Media Site of an Elected Official's department or office must: be in compliance with all local, state and federal laws, and these procedures; be relevant to the respective office or position; not include personal, political or campaign information; not include grassroots lobbying or solicit support for a position; not generate, circulate, solicit or encourage signing petitions; and not include any advertisement, endorsement or solicitation for any private individual, firm, business, organization, or imply that the County endorses or favors any specific product, commodity or service, unless the business,

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organization or individual has an official partnership with the County. Removal of Content should follow the procedures provided in Section 7.0 STANDARDS AND BEST PRACTICES OF COUNTY-SUPPORTED SOCIAL MEDIA SITES.

15.10 Privacy of Individuals

Privacy of individuals should be considered a high priority. When the individual or organization posts Content on County-Supported Social Media Sites, Elected Officials should consider whether an individual's (or even an organization's) name, addresses, phone numbers, email addresses, and other contact information should be shared on County-Supported Social Media Sites or elsewhere. Elected Officials may make correspondence between individuals and the Elected Officials public as long as making the correspondence public is not a form of Doxing.

15.11 Additional Provisions Related to Elected Officials

If a County-Supported Social Media Site or an Elected Official's Personal Social Media Site contains comments, which are not those of the Elected Official, that relate to any action that will be taken by the County Council in a quasi-judicial setting, the comments should be forwarded to the County Clerk's Office prior to the hearing for appropriate inclusion in the council record, based on whether public comment is accepted for the particular type of quasi-judicial determination at issue. When there is not sufficient time prior to the hearing to forward the comments, the Elected Official can disclose the information on the record at the time of the hearing.

16.0 PROCEDURE REVISIONS

These Social Media Policy Procedures are managed by the County's Communication Services Division as outlined in the Social Media Policy. They may be created and amended by the Digital Communication Specialist in collaboration with the County Attorney's Office, once approved by the Board of County Commissioners.

17.0 SEVERABILITY AND SAVINGS

If any part or provision of these procedures or the application to any person or circumstance is held invalid or unconstitutional, such declaration shall not affect the other parts or provisions or application of these procedures that can be given effect without the invalid or unconstitutional part or provision or application and are therefore deemed severable.

Roles and Responsibilities

Organizational units and Covered Persons play important roles to ensure compliance with the Social Media Policy. Organizational units and Covered Persons must perform the responsibilities as outlined below and in accordance with the procedures developed for this policy.

Commissioners' Office

- Developing and implementing policy and procedures.
- Reviewing requests for all new County-Supported Social Media Sites.
- Overseeing the review, approval, creation, development and management of existing and proposed County-Supported Social Media Sites.
- Providing enterprise Social Media training to those employees responsible for administration.
- Ensuring compliance with this policy and its procedures.
- Assisting with records requests at the direction of the Attorney's Office.
- Ensuring compliance with Social Media terms of service, community guidelines and other rules.

Information Technology Department

- Advising the Communication & Administrative Services Department on best practices as they relate to County-Supported Social Media Sites.
- Referring those requesting creation of County-Supported Social Media Sites to the Communication & Administrative Services Department.

County Attorney's Office

- Advising the Communication & Administrative Services Department of statutes, regulations and case law requiring modification to the policy or procedures.
- Assisting with legal interpretation of the policy language.
- Assisting in determining when there may be a violation of the policy.
- Assisting with issues related to the Colorado Sunshine Law for Open Meetings, First Amendment rights, and Social Media as a public record.
- Alerting appropriate personnel when records need to be preserved for litigation.

Human Resources Department

- Assisting departments and offices in determining when there may be a violation of the policy and advising departments on appropriate corrective action.

Departments/Offices

- Submitting requests for new County-Supported Social Media Site creation to the Communication & Administrative Services Department for review. See Appendix A, Social Media Action Plan.
- Managing its approved County-Supported Social Media Sites in compliance with stated policy.
- Investigating, or cooperating with the Human Resources Department in investigating, the conduct of Covered Persons.
- Taking appropriate action on violations or complaints related to this policy and its procedure.

APPENDIX A

SOCIAL MEDIA ACTION PLAN

Department/Office			
Name		Extension	
Email			
Date submitted		Desired Launch Date	

OVERVIEW

Provide an overview of the project and explain why the Social Media pages you are requesting are a good fit for this work and why existing Social Media sites are not a good fit for this work. **Text here:**

STRATEGY

Departments or offices should have a full communications plan for campaigns that includes Social Media and aligns with Arapahoe County’s goals and vision. This Social Media Action Plan (SMAP) is designed to be a conversation starter and can help teams identify goals, target audiences, success metrics and more related to Social Media engagement.

GOALS

What do you want to be able to achieve? **Text here:**

TACTICS

What specific actions will help you achieve your goals? **Text here:**

TARGET AUDIENCE

Who will you be talking to? How does Social Media help you do that? **Text here:**

SUCCESS METRICS

What does success look like? What will you measure to gauge your performance? **Text here:**

PROCESS AND MANAGEMENT

Arapahoe County departments or offices should choose the right Social Media pages that complement existing communications strategies and reach key audiences online.

PROMOTION

How will you get the word out? How will you promote the Social Media page and integrate it into your communications plan? **Text here:**

PUBLISHING

Who is authorized to use this page? How much time should they spend on it? **Text here:**

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INFLUENCERS

How and with what partner organizations or stakeholders, including existing County accounts, will you interact with online? **Text here:**

CORE VALUES

How does your page or account complement the County's core values or the goals/charges of the department or office? **Text here:**

RECORDS RETENTION

How will you ensure records retention? **Text here:**

CONTENT

Explain the content you will share, and your ability to support regular content creation long-term.

Note, you may be asked to provide content every 30 days for three to six months prior to a decision. **Text here:**

Once complete, send this form to the Digital Communication Specialist for feedback.

APPENDIX B

ARAPAHOE COUNTY TERMS OF USE

Requests for emergency services should be directed to 9-1-1 and not through this site.

To better serve the public, Arapahoe County (“County”) uses engagement tools and websites, including Social Media channels, to provide the public with information. Content placed on this site by the County is government speech.

Comments, posts, replies and messages, if allowed on this site, are public record and are subject to disclosure pursuant to the Colorado Open Records Act.

The County may reproduce any pictures or videos posted to this site in any of its publications or websites. All content will be kept in accordance with the County’s retention policies. Please be aware that anything you post may survive deletion whether by you or others.

The purpose of this site is to discuss matters of public interest in and to the County as identified and raised by the County for discussion. Users who submit content to this site agree they have read, understand and agree to the following terms and conditions:

Terms of Use

1. I am submitting content voluntarily and on my own behalf.
2. The content I post reflects my own original thoughts or work.
3. I understand that the County has the right to re-post or share any content, photos or videos that I submit on this site.
4. I understand that any content I provide may be considered a “public record” under state law.
5. I understand and agree that unless specifically identified as a resource for receiving requests for information under the state open records laws, this site is not a proper vehicle for making data requests under state law and any such requests must be made in writing by contacting the [appropriate department for records](#). Please see the County [Open Records Policy](#) for further information.
6. I understand and agree that my comments are subject to removal and archiving from this site and I understand that others’ comments are subject to removal and archiving if my or their comments contain:
 - Comments not on the topic raised for discussion by the County
 - Obscene, indecent, or profane language, or pornographic images
 - Threats
 - Hate speech that is directed at a protected class, including race, color, creed, religion, ancestry, national origin, sex, sexual orientation, gender identity, disability, or age
 - The solicitation, promotion or endorsement of specific commercial services, products or entities
 - Links to any site or content posted by automatic software programs (i.e., “bots”), or spam
 - The promotion or encouragement of illegal activity
 - Personally identifiable information or sensitive personal information
 - The promotion, endorsement, or fundraising for a political campaign, political event, or candidate or

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- ballot measure
 - Information that directly interferes with or compromises ongoing investigations, public safety tactics, or the safety of public safety officers
 - Non-public County data that may have been obtained through a breach of the County's data systems
 - Content that appears to violate the intellectual property of the County or a third party
7. I understand that the views and comments expressed on this site only reflect those of the comment's author, and do not necessarily reflect the official views of the County.
 8. Individual complaints, concerns, or service requests may not be addressed via Social Media unless the County specifically identifies this site for that purpose. Complaints, concerns and service requests can be made by visiting <https://www.arapahoegov.com/askac>
 9. I understand that the County has enabled profanity filters on the Social Media platforms that have them. User comments may be automatically hidden from the County site's feed due to use of words deemed profane by the platform. Although the comment is hidden on the County site's feed, it is still visible to the user and user's connections, depending on their own profanity settings.
 10. I understand that to protect my privacy and the privacy of others, I should not include sensitive personally identifiable information, such as social security numbers. I understand this Social Media site should not be considered secure.
 11. I understand that if I have specific questions regarding a County activity or program that involves details I do not wish to share publicly, I should consult with the proper contact person for that County activity or program.
 12. I understand that posts to this site may be removed under the County's Social Media Policy and its implementing procedures, and these posts may be retained as government data.
 13. I understand that the County reserves the right to discontinue this site at any time or the ability of the public to post comments.
 14. I understand that practical and legal considerations may sometimes constrain, prevent, or prohibit discussion by the County on this site of certain topics, including, but not limited to, litigation and pending investigations.
 15. I understand that following or "friending" persons or organizations is not an endorsement by the County and is only intended as a means of communication.
 16. I understand that any references or links to a specific entity, product, service or organization posted by individuals on this site should not be considered an endorsement by the County.
 17. I understand that the County does not endorse any product, service, company or organization whose advertising may appear on this site, other than advertising sponsored by Arapahoe County.
 18. I understand that the County does not review, sponsor, or endorse any other website(s) linked to this site. I understand that the views and opinions of authors expressed on those websites do not necessarily

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state or reflect the opinion of the County and may not be quoted or reproduced to state or imply any endorsement or approval of any product, person, or service by the County or its Covered Persons or agents.

19. I understand that the County is not responsible for and does not guarantee the authenticity, accuracy, appropriateness or security of any link, external website or its content.
20. I understand that Arapahoe County may block me from posting or accessing this site or may remove my content from this site if I violate these Terms and Conditions, and I understand that I have the ability to appeal blocking or content removal under the County's Social Media Policy and Procedures.

Waiver of Liability

By accessing this site, posting, or commenting, I acknowledge having been advised of the foregoing.

Because various laws exist that create liability for various actions, including but without limitation defamation, invasion of privacy, false light, breach of contract, procurement violations, violations of due process among many potential areas of exposure for which the County accepts no responsibility based on the actions of others or for hosting this site, I, for myself, successors and assigns, release and hold harmless and agree to indemnify the County, including its Covered Persons, elected officials, and agents from any and all actions, claims, liabilities and damages of whatever kind and nature arising out of or in connection with my use of this site.