

BOARD POLICY - SECTION: 02.17.00.00

Subject: USE OF SOCIAL MEDIA

Effective Date: April 7, 2010

Supersedes: NEW

Purpose:

The purpose of this policy is to both ensure that citizens receive timely communication regarding county business, and to allow them the opportunity to engage county officials through appropriate social media platforms. Further, this policy ensures that county representatives adhere to certain guidelines for any social media participation and venue creation, including focusing on county goals and the missions of its departments.

Policy:

In adherence to Human Resources Policy 6.22 and IT-01, all County owned or leased electronic devices, telecommunication devices, wireless communication devices, Internet and County e-mail are to be used as business tools necessary for the accomplishment of an employee's job duties and assignments. It is the direction of the Board of County Commissioners (BOCC) that social media may be used to assist the County Administrator in public information efforts and in engaging citizens in meaningful dialogue in matters that pertain to Hillsborough County. All means of communication entered into by any individual representing Hillsborough County shall be subject to public records laws.

Social Media platforms may constitute online social networks, blogs, wikis, or any other form of online publishing or discussion that is used today or may evolve as technology and social networking tools emerge.

Oversight Responsibility:

It is the responsibility of the County Administrator to ensure compliance with this policy, or through the Administrator's designee, the County's Communications Director. An Administrative Directive (CO-09) provides specific direction for this policy.

Approved By: Board of County Commissioners

Approval Date: April 7, 2010