

Series 300 Technology and Communications	§301 Social Media
Title: Employee Handbook – Social Media	Effective Date: 10.17.22
	Adoption/Revision Date: 10.13.22
Custodian: Personnel Manager	Approving Body: Clark County Board of Supervisors

1. Authority

- a. Wis. Stat. 59.02, 59.03, 59.51, 59.52, 101, 103, and 111
- b. Clark County Code of Ordinances, Section 2-48

2. References

- a. Adopting Resolution/Ordinance/Motion: 40-10-22
- b. Other Resolution/Ordinance/Motion: N/A

3. Purpose/Policy Overview

- a. This policy is intended to provide the framework for use of social media when authorized by the County as part of an employee’s job duties. This policy also provides general guidelines for the personal use of social media for all employees.
- b. The forms of social media or technology referred to in this policy include, but not limited to Facebook, LinkedIn, Twitter, Instagram, YouTube, TikTok, video or wiki postings, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with the County.
- c. County-owned technology resources are the property of the County, as is all data created, entered, received, stored, or transmitted via County- owned equipment.

4. Scope

- a. This policy applies to all county employees, applicants, governing body members, and volunteers.

5. Definitions

- a. Social Media – a means of interactions among people in which they may create, share, and exchange information and ideas in virtual communities and networks. Social media includes all communicating or posting information or content of any sort on the Internet, including your own or someone else’s web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or chat room, whether or not associated or affiliated with Clark County, as well as any other form of electronic communication.
- b. Blog – discussion or informational forum published on the Internet and consisting of discrete entries (“posts”) typically displayed in reverse chronological order.
- c. Facebook – social media network found at Facebook.com
- d. Twitter – social media network found at Twitter.com
- e. TikTok – social media network found at TikTok.com
- f. Social Media Site – Any platform on which to build social networks or social relations for the sharing of information of common interest.
- g. Wiki – collaborative web site comprising the perpetual collective work of many authors.
- h. Privacy Officer – Clark County Corporation Counsel
- i. Security Officer – Clark County Information Technology Services Director

6. Work Related Social Media Guidelines

- a. The work-related use of social media can range from passive review of social media profiles, for information or investigative purposes, to the authoring of content through a department sponsored social media account. Any such work-related use must be approved by the employee’s supervisor. The following conditions also apply to such use:
 - i. Clark County employees are responsible for appropriate use of social media in

accordance with this policy. Employees using social media platforms are expected to thoroughly review and abide by the Social Media policy in addition to signing the Social Media Acknowledgement Form.

- ii. Employees are not permitted to use social media, blogging, or similar technology during working hours or at any time on County computers or other County-supplied devices, unless specifically authorized to do so as part of employee's job responsibilities.
- iii. Employees authorized to publish content to a department-sponsored social media site shall be designated as social media representatives and such designation shall be made by the employee's Department Head.
- iv. Employees may only establish official sites, blogs, pages, or accounts in their official capacity as County staff on a social media site with the authorization of their Department Head. All County-authorized social media sites are to be sponsored by a County agency or department and the content of such site will become the responsibility of the department and its management.
- v. Employees acting on behalf of the County may not publish content to any website or social media application that is unrelated to subjects associated with their position with the County.
- vi. Authorized social media sites are not to be used to express a political view point or endorse a political candidate.

7. General Social Media Site Guidelines for Authorized Sites

- a. All County social media sites must be sponsored by a department. The sponsoring department will be responsible for all management of an authorized social media site and it is the Department Head's responsibility to maintain compliance with this policy. The authorization of the appropriate staff to maintain such a site is also the responsibility of the sponsoring department.

8. Personal Use of Social Media

- a. Clark County respects the right of employees from self-publishing, self-expression and public conversation and does not discriminate against employees who use these mediums for personal interests and affiliations or other lawful purposes. Employees are expected to follow the guidelines and policies set forth to provide a clear line between you as the individual and you as the employee of Clark County.
 - i. Employees cannot use employer-owned equipment, including computers, County-licensed software or other electronic equipment, facilities or County time, to conduct the personal use of social media.
 - ii. Employees are personally responsible for their commentary on all social media sites and can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any party.
 - iii. Employees can be disciplined for any use of social media in a manner that violates County policies. Information posted on social media sites can be used by the County as evidence in disciplinary actions.
 - iv. Employees shall be professional in their use of personal social media to avoid the appearance of using that media in an official capacity nor shall they use their personal social media to contribute to workplace violence, bullying, fighting, or making false or malicious statements with the intent to harm or destroy the reputation, authority or official standing of fellow employees or Clark County.
 - v. Employees are strictly prohibited from posting information or images protected by the Health Insurance Portability and Accountability Act (HIPAA).

- vi. Employees are strictly prohibited from posting information or images that may disclose the identity of an individual or Personally Identifiable Information (PII). This includes but is not limited to a social security number, address, phone number, email address or name.
- vii. Employees are strictly prohibited from posting information or images that may be confidential, proprietary and privileged. Information that may not be made public until approved.

9. Employer Monitoring

- a. Employees have no expectation of privacy while using the County’s technology resources for any purpose, including authorized social media. The County monitors all such use and may withdraw content deemed to be inappropriate, outside the scope of an employee’s authority, or in violation of County policy as determined by the Department Head or Personnel Manager.

10. Reporting

- a. The County requests and strongly urges employees to report any violations of possible or perceived violations of this policy to supervisors or the Office of Personnel. Clark County prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee will be subject to disciplinary action, up to and including termination.

11. Discipline

- a. The County will investigate and respond to all reports of violations of this policy. Violations may result in disciplinary action up to and including termination.

Revision History		
Adoption/Revision Date	Overview of Adoption/Revision	Adoption/Revision Reference
10.13.22	New policy	40-10-22