



Social Media Policy

The County uses social media sites to better inform, interact with and engage our citizens while improving transparency. Social media sites help alert citizens to County activities, initiatives, services and programs. The County can be found on social media websites such as Facebook, Twitter, YouTube and MySpace. The main County social media sites are operated by the Office of Public Communications, but other approved social media sites are often operated by County personnel in other departments. All County websites, including those involving social media, must first be approved by the County's Web Governance Committee (WGC), which requires the submission of a form seeking an exception to the County's Single Domain Name Policy.

1. Social Media Goals

- To better inform, interact with and engage our citizens while improving transparency. These efforts should be aligned with the County's Guiding Values & Principles, which strive for accountability, excellence, innovation, integrity, open and inclusive government, and respect for others.
- To more effectively reach County citizens and stakeholders. Social media sites are popular. Research has shown that social media site users, in some cases, are more receptive to information received through these channels than others. Social media sites, in many cases, may be the most effective way of communicating with some citizens.
- To improve promotion of County events, partnerships, initiatives, services and programs, thereby improving the likelihood of success for such endeavors.
- To drive traffic to the main County website whenever possible.

2. Social Media Practices

Information posted to any Clark County social media site must be approved through the same channels as those used for content approval on the County's main website and must be consistent with the mission of Clark County government. All content must be accurate and factual. If erroneous information is inadvertently disseminated, it should be corrected as quickly as possible. For the County's primary social networking sites, such as its Facebook, Twitter and YouTube pages, content will be posted by the Office of Public Communications in accordance with its practices for disseminating other forms of public information. Typically, that involves securing approval from affected departments

(department heads or their designees), the director of Public Communications (or his or her designee) and appropriate management in the County Manager's Office. The Web Content Administrator will be directly responsible for that content. Content posted to social media sites may include news releases, approved photos and videos, agendas, announcements, promotional tools, and similar material. In cases where the sites are operated outside of the Office of Public Communications, those persons posting material on behalf of the County should go through their normal chain of command in order to gain approval for the posting of content.

Prohibited content includes:

- Profane language or content.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Commercial solicitations, excepting County-sponsored, -supported and aligned activities and events;
- Gratuitous links to websites viewed as spam;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems; and
- Content that violates a legal ownership interest.

The County follows or "friends" other social media users. This is a customary practice in social media in order to enhance engagement, improve flows of communication, and even gain followers and friends who will then receive information from the County. This is not to be viewed as an endorsement of those persons', entities' or groups' posts, activities, views or goals. This is to be seen as an effort by the County to reach out to its citizens, businesses, associations and others. The County may follow or "friend" others, particularly those residing in or having an interest in Clark County and the state of Nevada.

The County, however, will not re-post entries (e.g., "re-tweet") coming from persons who have filed as candidates for public office for the duration of their election campaigns. The County also will not re-post entries of those with objectionable profile pictures and others whose activities may reflect poorly on the County. The County encourages the reposting of content about County activities, services and programs and content that aligns with the County mission and Guiding Values & Principles (e.g., nonprofit entities whose work aligns with the County's in areas such as social services, foster care and adoption, etc.).

All citizen-posted comments reflect the views of the author and not necessarily the views or the position of the County. The County will not redact or edit citizen comments unless they fail to adhere to County standards, particularly the "citizen conduct" provisions of this policy, or any applicable law. The County reserves the right to remove posts that violate these standards.

Posts to County social media sites should, whenever possible, link back to the County's main official website for further information. Content embedded by County webmasters or website monitors on social media sites should include appropriate attribution to the owners and/or creators if the content did not originate with the County.

Passwords to County social media sites will be changed no less than every six months and shall use "strong passwords" consisting of at least eight characters that contain three of the four elements of numbers, letters, special characters and upper/lower case. Also, the County's Web Content Administrator shall be granted password access to all County-related social media website accounts.

All webmasters or persons serving as social media site moderators will be informed of County policies and practices and provided written copies thereof. The County webmaster will review all County social media sites at least annually to ensure compliance with County policies.

3. Citizen Conduct

The following forms of content will not be allowed on County social media sites:

- Comments not topically related to the particular post being commented upon.
- Profane language or content.
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Commercial solicitations, excepting County-sponsored, -supported and aligned activities and events;
- Gratuitous links to websites viewed as spam;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems; and
- Content that violates a legal ownership interest.

The webmasters or persons serving as social media site moderators will be responsible for monitoring compliance with the County's social media policy. The County's web content administrator will monitor all County social media sites and the County's total Internet presence. Additionally, the supervisors to whom webmasters and social media site moderators report may provide an additional layer of oversight.