

Social Network Access and/or Use Policy

Purpose

The purpose of this policy is providing guidelines to access and/or use external social networks (Facebook, MySpace, Meetup, YouTube, Flickr, Twitter, LinkedIn, Friendster, Digg, Reddit, Delicious, StumbleUpon, etc.) for County purposes. All employees of Columbia County are subject to this policy and required to abide by it.

Scope

There are several ways the County can benefit from using external (public) social networks such as Facebook, MySpace, Meetup, YouTube, Flickr, Twitter, LinkedIn, Friendster, Digg, Reddit, Delicious, StumbleUpon, etc.

The following are examples of legitimate County usage of public social networks:

- Create groups to support employee recruiting activities.
- Create groups to educate and promote County activities to selected audiences.
- Public outreach to communicate and deliver messages directly to our customers.
- Encourage citizen involvement, interaction and feedback on County services.
- Provide leadership and public service announcements.
- Create custom network applications for events, alerts or integrate with County's Self Service applications.
- Use of social networks like LinkedIn for professional networking; such as to maintain contact with members of professional or standards organizations.

Responsibilities

Columbia County IT department is responsible for implementing and maintaining access to external social networks, as well as for enforcing and updating this policy. Any questions or concerns regarding access to external social networks should be directed to servicedesk@columbiacountyga.gov or 706.312.3499.

Policy

The following is policy including process for use and /or access of external social networks by County employees:

1. Access and/or use of public social networking sites will be granted only at the request of Constitutional Officers, County Administrator, Deputy County Administrator, Division Directors, or Appointed Officials by submitting a signed work order request to the IT Service Desk.
2. Users will be limited to the resources to which they need access.
3. Use of personal social network accounts and user IDs for County use is prohibited.
4. Users setting up official County social network accounts will use a valid County e-mail address.
5. Users setting up official County social networking site(s) will use official logo.
6. Information Technology will establish user access to the applicable social network site(s), bypassing Web site filters.

7. It is the responsibility of users to ensure that unauthorized persons are not allowed to make changes to official County social networking sites.
8. County social networking sites will be controlled by a secure username and password.
9. Each agency is responsible for maintaining the user IDs and passwords for each site including maintaining the site on a regular basis.
10. Use of County social network user IDs for personal use is prohibited. Example of prohibited use of County User IDs include: downloading and installing plug-ins or helper applications such as those that try to access County e-mail directory, joining groups using a County User Id for personal reasons or adding personal friends to an employee's friends list.
11. Creation of "groups" within the social network to support County functions is allowed. However, each agency agrees that they will regularly monitor and moderate group activity.
12. Each government agency will ensure that the use of social networking complies with the Terms of Service (TOS) or Terms of Use (TOU), as applicable.
13. This policy is subject to change.