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Subject: Social Media Use Policy	Effective Date: 7/13/11 Revision Dates: 3/27/13	Approval Board of Chosen Freeholders

I. PURPOSE

To address the use of the Internet and wireless communications Morris County government utilizes to provide information online; and

To encourage the use of Social Media to further the goals of the County of Morris and the missions of its departments and affiliated boards, commissions and authorities.

II. POLICY

Because the Board of Chosen Freeholders and the County Administrator have an overriding interest and expectation in deciding who may "speak" and what is "spoken" on behalf of the County of Morris on social media sites, this policy is established for the use of all social media.

1. The County of Morris, Office of Public Information, shall recommend to the County Administrator and Board of Chosen Freeholders for approval social media technologies that may be suitable for use by County departments, affiliated boards, commissions and authorities.
2. The County of Morris shall have a single presence on social media sites deemed appropriate for use. Requests for individual departmental or agency pages or sites must be approved by the County Administrator who may delegate this function to the Office of Public Information.
3. The Office of Public Information shall provide training and education to County agencies and departments on how to best use various social media outlets to achieve their goals.
4. All official County of Morris presences on social media sites or services are considered an extension of the County's information networks and are governed by all policies applicable to the use of County computers and electronic media as well as the County of Morris Internet Access and Use Guidelines.



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5. The Office of Public Information should be contacted for assistance with developing appropriate uses for social media, selecting appropriate social media outlets and defining a strategy for social media use.
6. Departments that use social media are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Open Public Records Act (OPRA), First Amendment, privacy laws, sunshine laws and information security policies established by the County of Morris, its departments, affiliated boards, commissions and authorities.
7. Wherever possible, links to more information should direct users back to the County's official website for more information, forms, documents or online services necessary to conduct business with the County of Morris.
8. Employees representing Morris County government on social media outlets must identify themselves by name, and when relevant, by role at the County. All County of Morris policies are applicable to interactions on social media sites when representing Morris County. Employees that fail to conduct themselves in an appropriate manner shall be reported to Department Directors and/or Personnel for the appropriate action.
9. The Office of Public Information, on behalf of the County of Morris, County Administrator and Board of Chosen Freeholders, shall monitor content on all social media sites to ensure adherence to the Social Media Policy for appropriate use, message, and branding consistent with the goals of the County of Morris.
10. The Office of Public Information on behalf of the County Administrator and the Board of Chosen Freeholders may seek the authority to remove any information at any time from any County of Morris social media site. Appeal of the removal of information should be made directly to the County Administrator or his/her designated agent for review and final determination.
11. Violation of this policy may result in the removal of content from social media outlets and revocation of permission to post on County of Morris social media sites.

III. APPLICABILITY

This policy shall apply to all County agencies and departments, as well as any affiliated government or non-government agency or official permitted to post on County of Morris social media sites.