



# BOISE COUNTY

## RESOLUTION #2021-26

### A BOISE COUNTY RESOLUTION ADOPTING THE BOISE COUNTY SOCIAL MEDIA POLICY, AS AMENDED

**WHEREAS**, the Board of Boise County Commissioners has developed a Boise County Social Media Policy; and

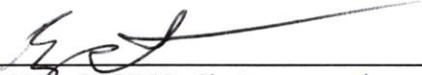
**WHEREAS**, a diligent review and discussion of the policy, has been held by the Boise County Board of Commissioners, during regularly scheduled meetings and Elected Officials/Department Head meetings; and

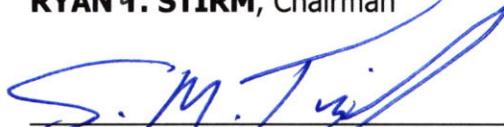
**NOW THEREFORE BE IT RESOLVED** that the Boise County Board of Commissioners does hereby acknowledge the Social Media Policy, and that it will be known as the Boise County Social Media Policy.

**IT IS FURTHER RESOLVED** that this resolution will be effective as of the signing date of this document.

**APPROVED and ADOPTED** this 30<sup>th</sup>, day of March, 2021, in Open Session of the Boise County Board of County Commissioners.

#### BOISE COUNTY BOARD OF COMMISSIONERS

  
\_\_\_\_\_  
**RYAN T. STIRM**, Chairman

  
\_\_\_\_\_  
**STEVEN M. TWILEGAR**, Commissioner

  
\_\_\_\_\_  
**ROBERT T. HOLMES**, Commissioner



**ATTEST:**

  
\_\_\_\_\_  
**Mary T. Prisco**, Clerk to the Board

# Social Media Policy

## I. INTRODUCTION

A. This policy provides guidelines for the use, management, administration and oversight of Boise County-owned social media for official use. It also provides guidelines for employees' personal use of social media both at work, and off-duty. This policy is not intended to prohibit any employee's personal expression in general or through social media activity in particular; however, because such activity has an adversely effect on the efficiency and effectiveness of Boise County operation, as well as undermine public trust and confidence, a certain amount of regulation is necessary and appropriate.

## B. DEFINITIONS

1. All Employees of Boise County should remain mindful that, as public servants, they are generally held to higher standards than the general public with regard to their on-duty and off-duty conduct, professionalism, and ethics. For purposes of this policy, the term "social media" is defined as the online technologies through which employees and other individuals engage in "social media activity" as defined below. In most cases, the term refers to internet-based websites such as internet forums, blogs, online profiles, wikis, podcasts, pictures, video, email, instant messaging, music sharing, voice over IP, as well as social websites or online communities for business and personal use, such as Facebook, LinkedIn, Yelp, YouTube, Google+, Flickr, Pinterest, Path, Picasa, Twitter, message Boards and chat rooms, among others.

2. For purposes of this policy, the term, "social media activity" is defined as the act of sharing information or otherwise communicating through social media, including, but not limited to, the posting, uploading, reviewing, downloading, and/or forwarding of text, audio recordings, video recordings, photographs/images, symbols, or hyperlinks.

## II. BOISE COUNTY MEDIA ACCOUNT ACCESS

A. Creation and use of social media forums on behalf of Boise County are allowed when there is a clear public entity purpose.

B. All Boise County-authorized social media must only be created with a Boise County email account and shall be authorized by Boise County

Elected Officials, and belong to Boise County. They are overseen and managed at the department level by authorized supervisors.

- C. Specific employees shall be authorized in writing to use the particular social media account on behalf of Boise County and the department they work in, and are the only individuals permitted to access, manage, publish, comment and/or post on behalf of Boise County on the media. These employees must conduct themselves at all times in accordance with all applicable Boise County policies.
- D. All posts on Boise County social media must be in accordance with this policy and must be monitored by the Elected Official/Department Head. Elected Officials and Department Heads are the only individuals authorized to edit or remove content in violation of this policy.
- E. Authorized employees must not share personal information about him/herself, other Boise County employees or citizens on the social media.
- F. Whenever possible, Boise County social media should link back to the official Boise County website for forms, documents, online services and other information for conducting business with Boise County.
- G. Content on social media forums must abide by all applicable federal, state, and local laws, regulations and policies, including copyright, trademark and printed material laws.

### III. SOCIAL MEDIA CONTENT

- A. Users of Boise County social media forums must be notified on the forum site that:
  - 1. The intended purpose of the forum is to serve as a medium for communication between Boise County and members of the public;
  - 2. Submission of comments by members of the public constitutes participation in a limited public forum;
  - 3. A comment posted by a member of the public is the opinion of the poster only;
  - 4. Publication of the comment does not imply endorsement of, or agreement by, Boise County; and

5. Comments do not necessarily reflect the opinions or policies of Boise County unless expressly stated by an authorized user.
- B. Comments on Boise County's social media forums shall only be allowed when comments are consistent with the provisions of this policy.
- C. Posts and comments containing any of the following inappropriate forms of content are not allowed:
1. Comments not topically related to the particular post, thread, topic or article being commented upon;
  2. Profane, obscene, sexual or violent language or content, or links to such;
  3. Defamatory or personal attacks;
  4. Threats of harm to any person or organization;
  5. Content that promotes, fosters or perpetuates harassment or discrimination on the basis of race, color, religion, sex, age, national origin, citizenship, physical or mental disability, genetic information, veteran status, sexual orientation, gender identity/expression or any other characteristic protected by law;
  6. Solicitation of commerce, including but not limited to advertising for any business or product for sale;
  7. Comments in support of or opposition to political campaigns, candidates or ballot measures of any kind;
  8. Encouragement of illegal activity;
  9. Conduct that violates any federal, state, or local law;
  10. Information that may compromise the safety or security of the public or public systems;
  11. Content that violates a legal ownership interest of any person or entity, such as trademark, patent or copyright; or
  12. Confidential or proprietary information.
  13. If activity listed in 4, 8, 9 or 10 occurs, employees must secure the information and notify the Boise County Sheriff's Office.

- D. Comments complying with these rules must be allowed to remain, regardless of whether they are favorable or unfavorable to Boise County.
- E. Boise County may edit, restrict or remove, in whole or in part, any content that violates this policy or applicable law. Content that is edited or removed must be retained in accordance with the relevant records retention schedule. This content must be accompanied by a description of the reason it was edited or removed, the date and time of edit or removal, and the identity of the person posting the content, if available.
- F. Boise County may deny access to Boise County social media at any time and without prior notice to any person who violates these content guidelines.
- G. These content guidelines must be displayed on the social media site or made available by a link to Boise County's official website.

#### IV. PERSONAL USE OF SOCIAL MEDIA BY EMPLOYEES

- A. Employees may access social media while at work within the parameters of Boise County's policies. They must limit use to personal time, such as breaks, lunch periods and when off-duty. It must not interfere with, or be disruptive to, Boise County business or the employee's job duties.
- B. If an employee speaks about job-related content on personal social media, or makes reference to Boise County, people may perceive that the employee is acting on behalf of Boise County. When making such statements, the employee must clearly state that the statements are the employee's personal views and are not the views of Boise County. An example of such disclaimer is "The views, opinions, ideas and information expressed are my own and do not reflect the views of my employer and are not in any way attributable to Boise County."
- C. Participation in social media, whether through Boise County or non-Boise County internet resources, and whether made while on or off duty, must not violate the privacy rights of other Boise County employees, customers, citizens or business partners.
- D. When participating in social media, employees must not violate any Boise County policy.

- E. Employees may be disciplined, up to and including termination, for engaging in inappropriate social media activity while either at work or away from work that impacts the work of Boise County, the employee or any other Boise County employee. Examples of inappropriate social media activity includes, but is not limited to, any of the following:
1. Promoting or taking part in activities which violate federal, state or local law;
  2. Making false or misleading statements about any Boise County employee, Boise County, Boise County customer, business partner, vendor or supplier;
  3. Making disparaging remarks toward or about any Boise County employee, Boise County, Boise County customer, business partner, vendor or supplier that are based on race, color, religion, sex, age, national origin, citizenship, physical or mental disability, genetic information, veteran status, sexual orientation, gender identity/expression or any other characteristic protected by law;
  4. Using social media to bully, threaten harm, harass, discriminate or retaliate against any Boise County employee, Boise County customer, business partner, vendor or supplier;
  5. Posting content or making comments that purport to express the opinions of Boise County.
- F. Nothing in this policy grants an individual right to, or may be construed to provide, an expectation of privacy, including while engaged in personal social media:
1. Persons who use social media should be mindful that once content is placed online, it is no longer under their control and content shared through private social media does not always stay private.
  2. Employees have no expectation of privacy while using Boise County digital equipment or facilities for any purpose, including the use of email or other electronic communications of any kind, to download, transmit, post, comment or store information.
  3. Regardless of password use and privacy settings, and without notice to the employee, Boise County may retrieve, review, monitor or log

internet usage and content found on Boise County systems and digital equipment.

- G. Employees are free to express themselves as private citizens on social media sites about matters of public concern as long as their speech does not impair working relationships within Boise County, impede the performance of duties, impair harmony among co-employees or negatively affect the public perception of Boise County.
- H. Employees are cautioned that speech on-duty or off-duty, made pursuant to their official duties, is not protected speech under the First Amendment and may form the basis for discipline if deemed harmful to Boise County. Nothing in this policy is intended to or will be applied in a manner that violates any employee's constitutional rights, including rights to freedom of speech, expression, and association, or federal or state rights to engage in any statutorily-protected activity.

**ACKNOWLEDGMENT OF RECEIPT – SOCIAL MEDIA POLICY**

I, \_\_\_\_\_ (print name) acknowledge receipt of the Boise County Social Media Policy, approved on March 30<sup>th</sup>, 2021 and effective immediately.

Please initial each statement below if it is true.

\_\_\_\_ I understand that it is my responsibility to read and understand the contents of this Policy.

\_\_\_\_ I understand that I am obligated to perform my duties of employment in conformance with the provisions of this Policy and any additional rules, regulations, policies or procedures imposed by the department in which I work whether or not I choose to read the Policy.

\_\_\_\_ I understand that this Policy may be modified without prior notice to me.

\_\_\_\_ I understand that should this Policy be modified that I will be provided with a copy of the modification.

DATE: \_\_\_\_\_

\_\_\_\_\_  
(Employee signature)