

Antrim County Social Media Public Use Policy

I. Background

Antrim County encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of the County's mission. By openly sharing knowledge, best practices, and lessons learned, we can provide more effective solutions, and enhance efficiencies within the business of government. The County's social media pages which may include, but are not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube are intended to serve as another way in which our community can connect and learn about County services, events, and activities. Just like public meetings and the many other ways we engage one another, our social media pages are intended for our community to foster a dialog regarding topics that pertain to County business, and to have constructive discussions.

This policy is a guideline and terms of service for using the site for anyone commenting or posting to the County's social media pages. If you are an employee, official, or representative of Antrim County, you are also bound by the Antrim County Social Media Site Internal Use Policy.

As technology evolves, this policy will evolve; but in general terms, the use of social media technology follows the same standards of professional practice and conduct associated with everything else we do.

II. Purpose

The purpose of this policy is to provide guidelines to the general public, including Antrim County employees, volunteers, or any individual who officially represents Antrim County and participates in the creation of or contributes to social media for Antrim County when commenting on Antrim County's social media pages.

III. Definition

For the purpose of this policy, social media refers to venues that integrate technology, community, and the sharing of words, pictures, videos and audio. This may include, but is not limited to:

- Multimedia and social networking sites such as Facebook, Twitter, Flickr, Tumblr, Reddit, Instagram, Snapchat and YouTube;
- Social networking sites with an emphasis on professional exchange of information and development of business, such as LinkedIn;
- Blogs, microblogs, wikis, message boards, comment sections, social bookmarking websites and other community-based sites or collaboration tools;
- Social commerce postings, product and/or experience reviews such as Amazon, Facebook groups and Craigslist; and

- Other sites where information (text, images, video, sound or other files) can be uploaded or posted).

IV. Guidelines

When engaging with the County through social media you agree to the following General Public Use Policy.

Comments noting the positives about Antrim County are always welcome, but so too are constructive criticisms. The County actively monitors its social media pages and takes your input seriously; so we encourage everyone to be respectful and thoughtful in their comments.

We understand that social media is a 24/7 medium; however, our monitoring capabilities are not. We may not see every inappropriate comment right away, so we must rely on the maturity of our community to ignore personal attacks and negative speech or respond politely. A posted comment (which could be in the form of text, image, video or hyperlink) is the personal opinion of the original author – not of Antrim County – and publication of a comment does not imply endorsement or agreement by Antrim County.

You are fully responsible for everything you submit in your comments, so please remember that all posted comments are in the public domain. Comments may be retained by Antrim County and may be subject to disclosure, if requested under the Freedom of Information Act. Antrim County will not edit but reserves the right to delete comments that are deemed to violate the following criteria:

- a. Comments not related to County business or not related to the original posted social medium content being commented upon;
- b. Comments in support of, or in opposition to, political campaigns, candidates, political parties or a stance on ballot proposals that is not related to County business;
- c. County employees, officials or representatives may respond to an official post, but must include a disclaimer that reflects that the content contained therein is in no relation to their duties as an employee, official or representative of Antrim County. Employees, officials or representatives shall, in no way, attempt to convey their personal position as the official County position.
- d. Personal attacks on individuals or groups that contains offensive content or language which target racial, ethnic, or religious groups, gender, sexual orientation or disability status;
- e. Violent, sexual, racist, discriminatory, obscene, or profane language or content;
- f. Comments that physically threaten any person or organization;
- g. Comments that contain random or unintelligible text;
- h. Information that may compromise the safety or security of the public or public systems;
- i. Copyrighted material or other content that violates the legal ownership interest of another party;
- j. Commercial advertisements for products or services;
- k. Comments that suggest or encourage illegal activity;
- l. Multiple, off topic posts or repetitive posts that are copied and pasted;

- m. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name;
- n. Posted content that contains personal information, including, but not limited to, identification numbers, phone numbers, email addresses, or information that is confidential by law or regulation.

Antrim County reserves the right to ban and/or block users who violate the above policy and guidelines.

Social media content posts may include content or hypertext links to information created and maintained by public or private sources. When viewing content or a link outside Antrim County's social media page, users are subject to security and privacy policies of the host website. Antrim County is not responsible for, and cannot control, the content on third party sites. Antrim County does not control nor guarantee the accuracy or completeness of information contained in external content or hypertext links linking to or from third party websites, and such content, links, and websites are not intended to reflect the opinion or position of Antrim County.

If you decide to submit comments or questions on official Antrim County social media sites, we will do our best to respond to you as soon as we can. However, responses should only be expected during regular Antrim County business hours, and it may take some time to get back to you.

Antrim County shall post this policy in a prominent location on the County's official website and/or its social media pages. Placing a link on a social media page linking to the County's official website meets the requirements of this section.

V. Records Retention

Social media sites contain communications sent to or received by Antrim County and its employees. Most posts and comments are considered transient and temporary in nature and will not be retained unless required by law.

VI. Host Site Terms of Service

When engaging with Antrim County on social media, you are subject to the Terms of Service (TOS) of the host site. Antrim County encourages anyone interested in sending comments or questions to the County via social media to review host site TOS prior to engaging with the County on specific social media sites. Please make sure that you fully understand your rights before posting.

Related Policies:
Antrim County Social Media Internal Use Policy