

# Office of the Broome County Executive

## *"The People's Office"*

Debra A. Preston, County Executive

**To:** All Broome County Employees  
**From:** Bijoy Datta, Deputy County Executive  
**Date:** 8/3/12  
**Subject:** County Social Media Policy

Our current Broome County Employee Handbook is outdated in some important areas. For example, social media is currently being utilized by many County departments, but we lack any formal social media policy.

The purpose of this memo is to outline Broome County's social media policy for departments and employees. The goal of this policy is to focus on acceptable social media use and social media page consistency.

The policies listed below will go into effect immediately and should be observed by all County departments and employees.

Social media describes the online technology, tools and practices that people use to share opinions, insights, experiences, and perspectives. Social media can take many different forms, including text, images, audio, and video on websites, blogs, message boards, podcast, wikis, video, and posts/tweets. Examples of these sites include, but are not limited to, Facebook, Twitter, YouTube, LinkedIn, etc.

The County considers acceptable its social media use when you contribute to your department's social media site or identity, or provide worthwhile information and perspective that contributes to your department's mission and public service.

All use of social media by County departments should be consistent with applicable state, federal, and local laws regulations and policies. This includes, but is not limited to, all information security policies, all policies from the Broome County employee handbook, First Amendment rights, and any procedures, standards, or guidelines used by the Executive Office.

Employee's personal use of social media must not be attributable to the department or employee's job function at the County. Social media use during normal business hours is not permitted and should not interfere with work. In addition:

- Do not use your work email address to register for social media and other sites unless the purpose is directly related to your job;
- Don't provide the County's or another's confidential or other proprietary information; and
- Do not state or imply that you speak for the County, for a county department, or for County officials.

In times of crisis, disaster, or emergency, only employees with authority to speak on behalf of the County are permitted to do so through any media including social. It is not permitted for County Employees to post incident-related pictures, videos, or messages on social media sites during crisis,

disaster, or emergency, during work hours via any internet/social media source. Further, any disclosing of information before it is approved for the public is strictly prohibited. For additional information, reference Code of Ethics in the Broome County Employee Handbook, Section 400-9.

<http://bcintranet.broomecounty.us/hr/peronnel/BroomeHandbookAdopted01-01-04.pdf>

Lastly, all employees should be aware that any posts on social media sites are subject to FOIL and e-discovery.

Social media is a great tool for the County to better connect with our constituents. This is an exciting time and social media is helping promote what we are all about.

For any questions please contact me at [bdatta@co.broome.ny.us](mailto:bdatta@co.broome.ny.us) or 778-2939.