

## **Los Angeles County Department of Public Works**

### **SOCIAL MEDIA POLICY**

This Social Media Policy (“Policy”) establishes guidelines for the use of social media sites as a means of conveying information and enhancing communication to members of the public in support of the Department of Public Works mission.

#### **USE OF SOCIAL MEDIA**

With departmental approval, social media and social network sites, such as Facebook, Twitter, LinkedIn, YouTube, etc., may be utilized to further enhance communications and can be used in support of Public Works overall mission. The intended purpose of Public Works’ use of social media sites is to disseminate information and share content about County Public Works programs, services, meetings, activities, and/or current issues to members of the public and other organizations. This use of social media can also enhance Public Works’ ability to communicate information about emergent situations, such as road closures or other infrastructure issues affecting public safety.

#### **GENERAL STANDARDS**

Public Works will retain control over all postings on behalf of the department. “Posts” or a “posting” means information, articles, pictures, videos, or any other form of communication posted on behalf of Public Works on a media site. The use of social media sites is subject to approval by the Director of Public Works or designee.

All posted content shall be monitored to ensure compliance with this Social Media Policy. All use of social media shall be in accordance with County policies and procedures, State and Federal laws, and Administrative Directives including Administrative Directive (C115). Public Works reserves the right to terminate an employee’s access to social media at any time without notice.

Social media sites are subject to the California Public Records Act. Any content maintained on a Public Works social media site that is related to Public Works business, including a list of subscribers, posted communication, and communication for posting may be considered a public record and subject to public disclosure.

Employees utilizing social media for Public Works shall conduct themselves at all times as representatives of Public Works and may not engage in private or personal purposes while doing so.

## CONTENT GUIDELINES

Postings to social media shall comply with County policies and procedures and in particular shall NOT contain any of the following:

- Comments that constitute, promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status in regard to national origin, physical or mental disability, or sexual orientation, as well as any protected category by Federal, State, or local laws.
- Comments that are not topically related to the particular posting being commented on.
- Comments in support of, or opposition to, political campaigns, candidates, or ballot measures.
- Profane language or content.
- Sexual content or links to sexual content.
- Information that may compromise the safety or security of the public.
- Defamatory, slanderous, or personal attacks.
- Endorsements or other commercial messages.
- Content that contains religious messages, endorsements, or criticisms.
- Encouragement of illegal activity.
- Proprietary, confidential, sensitive, personally identifiable, or other nonpublic information.

In addition employees must conduct themselves as follows:

- Keep personal views separate from business.
- Avoid mixing professional with personal accounts.
- Respect copyrights and fair use (others' intellectual property).