



**COUNTY OF SAN LUIS OBISPO  
BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Human Resources	(2) MEETING DATE 1/14/2020	(3) CONTACT/PHONE Tami Douglas-Schatz, Human Resources Director (805) 781-5959	
(4) SUBJECT Request to approve an updated County Social Media Policy. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the attached revised Social Media Policy for the County of San Luis Obispo.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date <u>3/6/2012</u>	
(17) ADMINISTRATIVE OFFICE REVIEW  Zachary A. Lute			
(18) SUPERVISOR DISTRICT(S) All Districts			



## COUNTY OF SAN LUIS OBISPO

TO: Board of Supervisors

FROM: Human Resources / Tami Douglas-Schatz

DATE: 1/14/2020

SUBJECT: Request to approve an updated County Social Media Policy. All Districts.

### **RECOMMENDATION**

It is recommended that the Board approve the attached revised Social Media Policy for the County of San Luis Obispo.

### **DISCUSSION**

The County maintains Countywide policies to comply with legal statutes, define appropriate employee conduct and support the County's organizational values. Policies must be updated periodically to ensure that they support the organizational goals of the County and comply with changing legal statutes.

More people across the nation are using social media as part of their daily lives than ever before. Most adults in the United States visit social networks like Facebook, Instagram, Twitter and YouTube at least daily, and many even use those social networks several times a day, according to a nationwide Pew Research Center survey conducted earlier this year.

The County uses social media as part of its public information efforts to engage residents, inform constituents about important issues, shine a light on impactful public services the County provides, and build and maintain symbiotic relationships with the people we serve.

The County's Social Media Policy was originally created and adopted in 2012. Although this policy was cutting edge for government at the time, it has since become difficult to follow due to unforeseen social network changes outside of the County's control. The policy was very specific and placed many constraints on how County employees can manage content and accounts. As a result, many of the rules governing the policy are no longer relevant or even applicable to the use of social networks today.

For these reasons, County staff set out to simplify and update the policy. The attached updated policy provides clear expectations for employees, volunteers, and contractors regarding how to use social media on behalf of the

County. The updated policy allows the Board of Supervisors to identify intent rather than specific rules about social media management, which could be impacted as social networks change their operations and/or features.

**OTHER AGENCY INVOLVEMENT/IMPACT**

The County's social media committee (a committee of representatives from all County departments who operate social media pages), department heads, and the employee associations all support the changes to the policy represented in the update.

**FINANCIAL CONSIDERATIONS**

There are no significant anticipated financial impacts to the County budget that will result either directly or indirectly from the recommended action. Any future financial impacts associated with the recommended action will be considered as they arise.

**RESULTS**

Adoption of the updated County Social Media Policy clarifies the County's expectations for public servants' use of and conduct on social media, and gives department heads more flexibility to manage department social media presence as social media platforms change in the future. This action is consistent with the County's goal to promote a well-governed community.

**ATTACHMENTS**

- 1 Revised Social Media Policy