

PROCEDURE 403-3

USE

OF

SOCIAL

MEDIA

Effective 05-01-2021, Resolution No. 014-21

Standards for Official Use

Officials and employees posting or sharing information on behalf of Johnson County Government on any of its social media platforms must:

- Ensure the content is consistent with the County's values and with County policies including those prohibiting discrimination and harassment.
- Comply with all laws regarding copyrights, trademarks, service marks, and other intellectual property rights and consult the Public Affairs and Communications Division of the County Manager's Office or the Legal Department if necessary.
- Where applicable, comply with the *Social Media Standards for Business Use*.

Officials and employees must not:

- Post commercial messages and advertisements except for County-sponsored or approved programs.
- Publish confidential or proprietary information such as personal health information of employees or individuals receiving County services, vendor information, confidential bid documents, contractor proprietary information, or personnel information and records.
- Publish information that could compromise the safety or security of employees, the public, or County facilities, infrastructure, or other property.
- Endorse or oppose political parties or candidates.
- Endorse or oppose political issues except where stating the County's official position.
- Express personal opinions contrary to the County's official position or the position of the employee's department/agency/office.
- Post content that will undermine the public's trust in Johnson County Government as a whole or their specific department/agency/office.

Standards for Personal Use

To ensure that an employee's personal use of social media is not seen as an account or post of Johnson County Government or as approved by Johnson County Government, employees must not:

- Use their Johnson County Government email address when creating personal social media accounts.
- Use any County logo on their personal social media sites.
- Represent themselves as speaking on behalf of or with the authority of Johnson County Government in their personal posts. If a reader could reasonably assume the site or a post is an official County communication, reflects the County's position on a subject, or has been authorized by the County, the employee must include a statement that the site or post is personal and has not been authorized by the County or any of its departments/agencies/offices.
- Establish personal social media accounts for the purpose of conducting County business except as provided in the *Social Media Standards for Business Use*.
- Post confidential information learned as a result of their employment or position with Johnson County Government including health information of employees or individuals receiving County

services, non-public vendor information, confidential bids, contractor proprietary information, personnel information, and the identity of individuals receiving County services.

Employees who post comments on Johnson County Government social media sites as citizens are subject to the terms of use applicable to all citizens.

Social Media Relationships with Subordinates

Supervisors, managers and department/agency/office leaders are discouraged from having social media relationships with employees within their chain of command other than on professional platforms such as Linked-In. For purposes of this procedure, the department/agency/office leader and the next lower tier of leadership are considered within the employee's chain of command.