



FINAL

Office of the CIO
Technology Directive

NUMBER: TD 12-06
DATE ISSUED: TBD
EXPIRES: UNTIL RESCINDED
CIO PROGRAM: EGOVERNMENT PROGRAM

SUBJECT:
Department Use of Social Media

- REFERENCES:
- [Board Policy 6.030](#) – County Website Advertising and Hotlink Policy
 - [Board Policy 6.100](#) – Information Technology and Security Policy
 - [Board Policy 6.101](#) – Use of County Information Technology Resources
 - [Board Policy 6.102](#) – Countywide Antivirus Security Policy
 - [Board Policy 6.105](#) – Internet Use Policy
 - [Board Policy 3.040](#) – General Records Retention and Protection of Records Pertaining to Personal and Confidential Information
 - [Employee registration for Internet Access](#) – procedures for Department heads to approve employee access to Internet and social media sites.
 - County Strategic Plan – Strategic Initiative 4, Communications
 - Social Media Guidelines



County Strategic Plan.pdf



Social Media Strategy.pdf



Social Media Guidelines FINAL.doc

Distribution Department Heads and Chief Deputies
Department Public Information Officers
Department Information Security Officers
CIO Council

Purpose

1. Describes the responsibilities for Department heads and program managers related to the use of public social media sites.
2. Defines the requirements for CIOs and information technology managers responsible for supporting their department’s use of public social media sites.
3. Policies and guidelines related to acceptable employee conduct and use of public social media sites will be separately addressed by the Department of Human Resources.

Background & Context Social networking is a type of Web 2.0 technology designed to exploit community-based interactions. The explosion of the use of social networking services, like Facebook, LinkedIn and Twitter, has made it an invaluable tool for community outreach and collaboration. Several County departments have embarked in using

social networking services in their community outreach initiatives and many others are considering how to leverage these technologies.

The County identified the use of the Internet and social media as a strategic initiative in the 2011 County Strategic Plan.

This Technology Directive defines requirements for using of social media to:

- Provide timely and accurate official County, departmental and programmatic communication to internal and external audiences;
- Strengthen external communication tools to effectively share County results and process with County customers; and
- Conduct research or obtain information in the capacity of performing County, department or programmatic business.

This Technology Directive does not include policies and guidelines regarding personal use of social media sites by employees, which will be addressed separately by the Department of Human Resources.

Directive

This Technical Directive describes how social media shall be used for the following scenarios:

1. **Use for official County business** – for the purpose of communicating and/or interacting with targeted audience as part of a broader County, departmental or programmatic agenda.
 - Department heads or his/her designate shall:
 - Approve the use of all department sponsored social media sites and ensure compliance with the requirements and the Social Media Guidelines referenced in this Technical Directive.
 - Designate a single party, e.g. department information security officer (DISO), to be responsible for approving and maintaining access to social media accounts for their respective department.
 - Designate a single party, e.g. public information officer, to be responsible for moderating and administering content published and shared on the social media sites to ensure that they are consistent with the County, departmental or programmatic agenda and comply with the [Board Policy 6.101](#) (Use of County Information Technology Resources), [Board Policy 6.105](#) (Internet Use Policy), and [Board Policy 3.040](#) (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information).
 - Department CIOs and DISOs shall:
 - Approve, create and manage access to accounts for official department social media sites, unless otherwise designated by the Department head.
 - Minimize or eliminate the use of web links to non-county websites ([Board Policy 6.030](#)) to minimize risk of exposing users to a link that leads to inappropriate or unauthorized material.
 - Ensure that employees who have been granted access to social media sites are informed of [Board Policy 6.101](#) (Use of County Information

Technology Resources), [Board Policy 6.105](#) (Internet Use Policy), and [Board Policy 3.040](#) (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information) and are trained regarding their roles and responsibilities.

2. **Employee access to social media sites** – for the purpose of communicating and/or networking with peers or communities specific to their professional interest.
 - Department heads shall follow the established procedure (see [Employee registration for Internet Access](#)) for granting employee access to social media sites using County resources.
 - Employees shall abide by [Board Policy 6.101](#) (Use of County Information Technology Resources), [Board Policy 6.105](#) (Internet Use Policy), and [Board Policy 3.040](#) (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information).

New or expanded use of social media by departments shall immediately comply with this Technology Directive. Departments that have already established the use of social media but do not meet the requirements of this Technology Directive are required to comply by December 31, 2012.

Scope & Applicability

This Technology Directive applies to all departments (Department heads, CIOs, IT managers, public information officers, and social media users) that currently use or plan to use social media.

Exceptions

Requests for exceptions to this Technology Directive shall be reviewed and approved by the Chief Executive Officer or his designee. Departments requesting exceptions shall document and submit their requests to the CIO. The request should specifically state the scope of the exception along with the justification for granting the exception, the potential impact(s) and risk(s) granting the exception, costs and timeframes for complying with the policies set forth herein. The County CIO shall review such requests, confer with the requesting department. County CIO will notify CEO of any and all exemptions granted for this Technology Directive.

Definitions

CIO – Department information technology officers and managers.
CISO – Chief Information Security Officer.
DISO – Department Information Security Officer.
OCIO – Los Angeles County Office of the Chief Information Officer.
Social media – Also referred to as social networking, are Internet-based tools which allow users to collaborate and share information with a network of other social users or community as a whole, e.g. Facebook, YouTube, Twitter, and LinkedIn.

Approved

Richard Sanchez, Chief Information Officer
 County of Los Angeles

Please contact the Office of the CIO (213.253.5600 or info@cio.lacounty.gov) for questions concerning this Technology Directive. This document is also available online at <http://ciointranet.lacounty.gov/>

