DeKalb County Social Media Site Policy

I. Purpose

DeKalb County seeks to establish an official social media presence to augment traditional communication methods. This document establishes policies, protocols and procedures for establishing and maintaining an official social media presence for DeKalb County. For purposes of this policy, "social media" shall be defined as forms of electronic communication through which users create online communities to share information. Examples of social media include, but are not limited to, Facebook, Twitter, MySpace and LinkedIn.

II. Applicability

This policy applies to the official social media presence of DeKalb County. Social media use by employees of DeKalb County shall continue to be governed by the DeKalb County Government Internet Usage Policy and the DeKalb County Government Email Usage Policy.

III. Policy

1. The official website for DeKalb County is and shall continue to be www.dekalbcounty.org.
2. Any and all DeKalb County social media sites shall be used to direct users to the official website for DeKalb County and shall contain a link to the official

website for DeKalb County. The purpose of any and all DeKalb County social media sites shall be to make information about DeKalb County Government accessible to the public. In keeping with this purpose, any and all content on DeKalb County social media sites shall be neutral and non-political in nature and any and all comments posted by members of the public shall be removed by DeKalb County.

3. Any and all DeKalb County social media sites shall be maintained by the DeKalb County Webmaster. Only the County Board Chair and Vice Chair shall be allowed to post content on DeKalb County social media sites. At the discretion of the County Board Chair and/or Vice Chair, staff members may post content which has been approved by the County Board Chair and/or Vice Chair.
4. Any and all DeKalb County social media sites shall adhere to the policies and procedures contained in the DeKalb County Website Policy regarding External Web Links.
5. Any and all DeKalb County social media sites shall adhere to applicable state, federal and local laws, regulations and policies.

Reviewed for updates March 1, 2017