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Next Review Date: 1/20

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Review Responsibility: Executive Council

FCCS PROCEDURE

NO.: 12C.14

SUBJECT: Responsible Use of Social Media

Approved by: Executive Council

Effective Date: May 26, 2011

Date(s) of Revision: Apr 14, 2014; Jan 24, 2017

Responsible for Implementation: All Staff

Responsible Use of Social Media

Administrative Policy

Franklin County Children Services uses social media as part of the agency's overall communication strategy. Some employees of Franklin County Children Services use social media for their personal communications. Information posted online is NOT private. Search engines can turn up posts years after they were created. Posts can be easily forwarded or copied, and posts can become widely known and may reflect on both the individual posting the material and the agency. All material posted via social media should be viewed as though it were a response to a news media request that will be shared with the general public. This policy does not modify, or restrict the application of, the Professionalism/Code of Ethics, Employee Handbook policy number 4A or the Professional Code of Conduct, Employee Handbook policy number 4B to employee conduct in the context of social media, regardless of whether that conduct occurs during regular work hours or via agency equipment. Any employee using social media is responsible for reviewing, understanding, and adhering to these policies as well.

To promote responsible use of social media, Franklin County Children Services maintains procedures that all employees shall follow.

Procedure

1) Personal Use of Social Media

- a) Employees who use social media for their personal communications may share hyperlinks to postings on FCCS' social media and identifying themselves as a "fan" of FCCS. However, employees will take caution to avoid any appearance of representing the official views of FCCS with their personal postings. Agency business, including complaints and concerns should not be posted on any social media sites (agency or personal).
- b) To keep personal and professional lives separate when using social media sites, employees shall not use agency e-mail accounts or passwords in conjunction with a personal social media site.
- c) Consistent with the agency's Responsible Use of Technology policy, which permits limited and appropriate personal use of the agency's technology, personnel may use agency technology for communicating a personal social media sites as long as the use complies with procedures in the Responsible Use of Technology policy.

2) Agency Use of Social Media

- a) The Communications Division administers social media sites on behalf of FCCS.
- b) To maintain a clear distinction between personal and professional use of social media, employees who maintain social media on behalf of the agency shall use a generic email account (e.g., communicate@fccs.co.franklin.oh.us) to register. Neither personal email accounts nor work email accounts that are based on an employee's name shall be used for administering social media sites. A generic email account can be requested from the IT Department.
- c) The Communication Division will maintain a list of all agency social media sites, the form of the account (e.g., Facebook, Twitter), and the employee responsible for administering the account. The terms of service (TOS) of any social media site will be reviewed to ensure there is no conflict with agency policy or local, state and federal laws.
- d) Due to the highly sensitive nature of some of the services rendered by our agency and the urgency of responding to messages about child abuse and neglect, employees responsible for agency social media sites will ensure that they are monitored on a regularly defined schedule. Regular monitoring will

ensure that quick action can be taken to correct any errors in published information and to respond to any reports of suspected abuse or neglect that are erroneously sent to the sites.

- e) Employees who post messages to social media sites on behalf of the agency will use their real names, not pseudonyms.
 - f) Like e-mail, communication via FCCS-related social media sites is a public record. This means that both the posts themselves and any feedback by other employees or non-employees, including citizens, will become part of the public record.
 - g) Because others might not be aware of the public records law, any FCCS social media sites should include the following statement (or some version of it): Representatives of Franklin County Children Services communicate via this site. Consequently, any communication via this site (whether by an agency employee or the general public) may be subject to monitoring and disclosure to third parties.
- 3) Violations
- a) Intentional violations of this policy shall result in disciplinary action up to and including removal in accordance with current disciplinary guidelines.