

Social Media Accounts Policy

Effective Date: February 5, 2010

Supersedes: N/A

Federal, state, and local governments are increasingly joining private sector organizations in the use of social media to engage with and disseminate information to the public. In an effort to continue to provide a myriad of effective ways to connect with citizens, the Office of Public Information has established **Pitt County 2.0**, the County's social media initiative, which is comprised of Flickr, YouTube, and Twitter accounts. These accounts will be used to distribute information about county government services, functions, and events to the Pitt County citizens.

General social media policy

- No individual employee or department shall establish any social media accounts on behalf of or as a representative of Pitt County
- Any employee who "joins" or "follows" any non-Pitt County social networking sites as a representative of Pitt County should notify the Office of Public Information prior to joining. These sites should be work-related only, such as the Pitt County Health Promotions Team joining a social networking site that's managed by the NC Division of Public Health. For further illustration, no employee shall join a personal friend's or outside organization's social networking site as "Pitt County."
- All messages, photos, and/or videos will remain on the sites as long as they are relevant unless otherwise indicated by a dept.
- Those who have questions related to Pitt County 2.0 accounts should call the Office of Public Information at 902.2955

Flickr

Flickr is a website that allows users to post photos. Users can create albums, or "sets," to organize photos based on content, date, or topic. Users can subscribe to other users' accounts so they can receive updates about new photos or photo sets.

The following guidelines contain the policy Pitt County will adhere to when managing and using this Flickr account.

- Pitt County will post appropriate photos via Flickr; all photos will be related to Pitt County Government operations, functions, services and events
- To effectively manage information and measure effectiveness, Office of Public Information staff will be the only staff with the ability to post photos
- Departments wishing to have photos posted on Flickr must save them on the Public Drive - **P:_temp30days\Flickr photos**
- The Office of Public Information must review and approve all photos before posting. Departments should allow 3 business days for this review

YouTube Channel

YouTube is a Web site that natively hosts user-uploaded videos, that can be can streamed directly from the site or embedded in other sites via YouTube's embedding tools.

The following guidelines contain the policy Pitt County will adhere to when managing and using this YouTube Channel account.

- Pitt County will post appropriate videos via YouTube; all videos will be related to Pitt County Government operations, functions, services and events
- To effectively manage information and measure effectiveness, Office of Public Information staff will be the only staff with access to post videos
- Departments wishing to have videos posted on YouTube must provide DVDs of the video. If a DVD is not available, files must be saved on the Public Drive - **P:_temp30days\YouTube videos**. These files must be in **.wmv** format. **NO VHS TAPES WILL BE ACCEPTED.**
- Videos must be no longer than ten (10) minutes.
- The Office of Public Information must review and approve all videos before posting. Departments should allow 3 business days for this review. If videos need to be edited for content, priority goals, or overall County message, additional time may be needed. Departments will be advised if this becomes necessary. If a dept. has time-sensitive information or an emergency-related video that needs to be posted, that 3-day turnaround can be modified and the message can be sent at the time needed. Depts. should advise the Office of Public Information of such time sensitivity

Twitter

Twitter is a web-based application that is used primarily for posting short text messages or status updates which are known as tweets. Users can subscribe to follow other users, meaning they will receive those users' tweets and status updates.

The following guidelines contain the policy Pitt County will adhere to when managing and using this Twitter account.

- Pitt County will post appropriate messages via Twitter; all messages will be related to Pitt County Government operations, functions, services and events
- To effectively manage information and measure effectiveness, Office of Public Information staff will be the only staff with access to post tweets
- Twitter will act as another tool to disseminate information about County events, just as press releases, the Stay Connected to Pitt County newspaper ad, and other mediums. Departments wishing to have such messages posted on Twitter must e-mail the information to pittinfo@pittcountync.gov.
- The Office of Public Information must review and approve all tweets before posting. Departments should allow 3 business days for this review. If tweets need to be edited for content, priority goals, or overall County message, additional time may be needed. Departments will be advised if this becomes necessary. If a dept. has time-sensitive information or an emergency-related message to send, that 3-day turnaround can be modified and the message can be sent at the time needed. Depts. should advise the Office of Public Information of such time sensitivity
- Pitt County tweets will link citizens back to www.pittcountync.gov when possible