



Camden County, MO Emergency Management Agency Social Media Policy

Purpose

This policy provides guidance for the use of social media platforms by staff and volunteers of the Camden County, MO Emergency Management Agency (CCEMA), which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and any other sites and services that permit users to share information with others i.e. social media platforms. This policy is adopted expressly for the CCEMA in addition to all rules pertaining to social media usage in the most current Camden County Employee Handbook, as well as any additional written rules in place for Camden County government offices/employees.

Staff and volunteers of the CCEMA may use social media platforms to further enhance communications between staff, volunteers, etc. of the CCEMA and the public. The CCEMA may publish articles, facilitate discussions, and share information through social media platforms relating to CCEMA business and interests.

Policy

1. Social media platforms publishing CCEMA content shall be operated only by those expressly authorized to do so.
2. The CCEMA Director may authorize specific individuals to post and serve as moderators for specific social media platforms. In carrying out their duties, all such individuals shall follow this social media policy.
3. All CCEMA social media platforms used shall adhere to applicable state, federal, and local laws.
4. E-discovery laws and policies apply to social media platform content; therefore, content must be managed, stored, and retrieved to comply with these laws.
5. The CCEMA may restrict or remove any content that is deemed in violation of this policy or any applicable law.
6. Each social media platform shall include an introductory statement which clearly specifies the purpose and scope of the site. Where possible, the site should provide a link to the CCEMA official website for more information.

7. Each social media platform shall clearly indicate it is maintained by the CCEMA and have CCEMA contact information prominently displayed.

8. Content containing any of the following forms of content shall not be posted by CCEMA:

- a. Vulgar language or content;
- b. Personal attacks of any kind;
- c. Sexual content or links to sexual content;
- d. Private information (such as personal information or personally identifiable medical information);
- e. Solicitations of unrelated commerce (such as “spam”);
- f. Advocacy, conduction, or encouragement of illegal activities;
- g. Infringement on copyrights or trademarks;
- h. Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations;
- i. Violation of a legal ownership interest of any other party;
- j. Promotion of services, products, or political organizations; or
- k. Political content (relating to the ideas or strategies of a particular party or group in politics).

9. Comments submitted by social media platform visitors containing any of the following may be removed by CCEMA staff or volunteers:

- a. Vulgar language or content;
- b. Personal attacks of any kind;
- c. Sexual content or links to sexual content;
- d. Private information (such as personal information or personally identifiable medical information);
- e. Solicitations of unrelated commerce (such as “spam”);
- f. Advocacy, conduction, or encouragement of illegal activities;
- g. Infringement on copyrights or trademarks;
- h. Information that may compromise the safety, security, or proceedings of public systems or any criminal or civil investigations;
- i. Violation of a legal ownership interest of any other party;
- j. Clearly off-topic comments; or
- k. Political content (relating to the ideas or strategies of a particular party or group in politics).

10. Individuals who fail to follow this policy may be subject to disciplinary action, up to and including termination of posting and moderation rights.

Certification

This social media policy was adopted by the Camden County, MO Emergency Management Agency on _____, 2022.

Signature: _____

Printed Name: _____

Title: Director of Emergency Management

This social media policy was approved by the Camden County Commission on _____, 2022, under advisement from the Camden County Attorney.

Presiding Commissioner Greg Hasty

1st District Commissioner James Gohagan

2nd District Commissioner Don Williams

Camden County Attorney Charles McElyea