County of Orange
County Executive Office
Information Technology

County Approved Social Media Networks and Standards

SOCIAL MEDIA USE

Subject: County Approved Social Media Networks and Standards	Number: SM-003
Approved By: County Chief Information Office on May 18, 2010	Effective: May 18, 2010 Last Revision: November 26, 2013 Revision No.: 5.0

I. PURPOSE

Per the County's social media use policy, agency/department social media technology use is limited to County approved social media networks and associated site usage standards. This document contains the list of County approved social media networks and identifies associated usage standards per network.

Shall a previously approved social media network no longer qualify as a County approved network, qualification will be withdrawn accordingly.

II. APPROVED SOCIAL MEDIA NETWORKS

Table 1.0 contains a list of County approved social media networks that agencies/departments may choose to utilize. Additional social media networks will be considered upon request by an agency/department. New request shall be sent to the CEO Information Technology Department (CEO IT). Upon receipt, requests will be assessed by the County Executive Office and CEO IT for approval. This document will be updated to reflect new or removed networks as needed.

#	Name of Social Network	URL	Risk Assmn't Date	Apprv'd/ Denied (A/D)	Date Issued	Date Rescinded (if applicable)
1.	Facebook	www.facebook.com	5/18/2010	A	5/18/2010	
2.	Twitter	www.twitter.com	5/18/2010	A	5/18/2010	
3.	YouTube	www.youtube.com	7/14/2010	A	7/29/2010	

#	Name of Social Network	URL	Risk Assmn't Date	Apprv'd/ Denied (A/D)	Date Issued	Date Rescinded (if applicable)
4.	Blogger	www.blogger.com	7/14/2010	A	8/20/2010	
5.	Flickr	www.flickr.com	7/14/2010	A	7/29/2010	
6.	Linkdlin	www.linkedin.com	7/14/2010	A	7/29/2010	
7.	FourSquare	www.foursquare.com	10/1/2010	D		
8.	WordPress	www.wordpress.com	10/1/2010	D		
9.	Gowalla	www.gowalla.com	1/19/2011	D		
10.	Yelp	www.yelp.com	1/19/2011	A	In-Progress	
11.	Pinterest	www.pinterest.com	10/21/2013	A	10/28/2013	

Table 1 County Approved Social Media Networks

III. NETWORK REVIEW AND APPROVAL PROCESS

A consistent rating matrix is used to review and rate an individual social networking site's potential risk to the County. Social networks with a rating of 50% or greater are deemed acceptable for County of Orange use and are added to the County's Approved Social Media Network List.

IV. USAGE STANDARDS

The following standards, per approved social network, have been defined in conjunction with the County's Social Media Use Policies and Guidelines. Options that have not been defined are the discretion of the agency/department. Since non-County owned social network capabilities may change without notice at anytime, standard items listed within this document may become outdated. Shall an item become outdated; agencies/departments shall maintain sites that uphold the intent and requirements of the County's Social Media Policy. New or obsolete options shall be reported to CEO IT.

1. Facebook

Facebook is a social networking site commonly used in government to promote activities, programs, projects and events.

Facebook Usage Standards

Standard Item	Standard Setting
1. Account Name	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Type of Page	Facebook accounts shall be setup as "Pages" to allow for greater visibility, customization and measurability
3. Description Type	Facebook accounts shall have a description type of Government
4. Account Password	Shall conform to the County's complex password requirements.
5. Facebook Pages	All OC Facebook pages must contain the following language in a prominent location: "If you are looking for more information about [Full Department Name], please visit [website URL]."
6. Wall Logo/Banner	Shall prominently display Orange County's official seal or Agency/Department/Program/Campaign Logo
7. Who We Are	Shall display info about the County or agency/department mission on Wall Page that informs the public of the topic and intent of the site.
8. Disclaimer	Shall prominently display (or link to) County social media disclaimer
9. Comments	Comments in general should be turned off. If permitted, the Facebook Wall should display a comment policy box with the County's official comment policy –OR- partial comment policy with link to full policy.
10. Profile Information	Shall NOT contain any profile information such as gender, religion, views, relationship status, political influence, etc.
11. Info Page	Shall contain a link to an official County website or promotional campaign site

Standard Item	Standard Setting
12. Applications	Shall only use Facebook provided, or County developed, applications
13. Tags	Shall NOT allow tags
14. Fans Permission	Shall not allow Fans to post video,

Facebook Usage Standards

2. Twitter

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, agencies/departments communicate information directly to their Twitter followers.

Twitter Usage Standards

Standard Item	Standard Setting
1. Tweets	Tweets shall be relevant, timely and informative with the intention of assisting the agency/department fulfill its mission.
2. Account Password	Shall conform to the County's complex password requirements.
3. Account Name	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
4. User Name	User name shall be the same as the Account Name (item #3)
5. Email	Shall use an email account provided by an agency/department mail system or approved external mailbox that is used for official County business.
6. More Info URL	Shall link to an official County website or program campaign
7. Twitter Bio and/or	Bio shall include the following references:

Standard Item	Standard Setting
background image	• County of Orange (Department Name) • "List of followers may be subject to California's Public Records Act" • "View County's Social Media Disclaimer for use of this site (link to www.ocgov.com/social%20media%20disclaimer)"
8. Location	Orange County, Ca
9. Picture	Official County Seal or Agency/Department/Program/Campaign Logo
10. New Follower Emails	Shall be setup to send an e-mail of new followers so that subscriber information can be retained.
11. Direct Text Emails	Shall be setup to receive an e-mail when direct texts are sent to the Twitter account so that this information can be retained.
12. Following	Shall use discretion on who to follow. As a general rule, should only follow entities that attribute to County business value.

Twitter Usage Standards

3. YouTube

YouTube is a popular social networking website that allows anyone to upload, view and share short videos. Government entities use YouTube to publish government related educational videos, and to publicize strategic and operational matters that are of interest to the public.

YouTube Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries",

Standard Item	Standard Setting
	"OCProbation", "AlertOC", "Recycle2010"
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.
4. YouTube URL	A YouTube URL shall be assigned so that visitors may link directly to the department's YouTube Channel, bypassing YouTube Homepage advertisement. YouTube does not assign this by default; it must be set. URL name shall identify County Department. Example: www.youtube.com/OCPublicLibraries
5. Channel Name	Channel name shall clearly identify Department Name and its affiliation with the County of Orange in California. Example: OC Public Libraries, County of Orange, Calif
6. Channel Picture	Official County Seal or Agency/Department/Program/Campaign Logo
7. Channel Type	Shall be set to "YouTuber"
8. Channel Tags	In addition to agency/department specific tags, standard Orange county tags suggested are: County of Orange, Orange County, OCGOV, government
9. Profile Name	At minimum, shall include Agency/Department's full name Example: OC Public Libraries
10. Profile Website	Shall link to official agency/department or campaign website
11. Profile Description (About)	County description of agency/department program.
12. Channel Description	Description shall include applicable legal references:

Standard Item	Standard Setting
(Site Disclaimer and/or Comment Policy)	"The County of Orange welcomes you, please read our Site Disclaimer and Comment Policy. Site Disclaimer: http://egov.ocgov.com/ocgov/Social%20Media%20Disclaimer Comment Policy: The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Orange, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum. Click here to read the County's entire Comment Policy: http://egov.ocgov.com/ocgov/CommentPolicy"
13. Gender	Set to Null (is required during initial account setup, but can be turned off from visitor display under the profile section.)
14. Relationship Status	Set to Null
15. Age	Do not display
16. Hometown	Orange County, California
17. Occupation	Local Government
18. Notifications from YouTube	For site monitoring and records management purposes, YouTube shall be setup to routinely inform departments of their Sites activity and YouTube Network changes. • Configure account to receive immediate notification of site activity. At the time of this write-up, notification settings were located under the following menu items: Account Settings ❙ e-mail options ❙ send individual e-mails for events. Check ALL options. • Configure account to receive notifications of site subscriptions and YouTube updates as frequently as made available by YouTube. At the time of this write-up, notification settings were located under the following menu items: Account Settings ❙ e-mail options ❙ Subscriptions and YouTube Updates

Standard Item	Standard Setting
19. Custom Homepages and Activity Sharing	In general, site information shall be limited to government or program related links, comments and sharing in compliance with the County's Appropriateness of Content policy.
20. Mobile Setup	Mobile id shall be shared conservatively and shall be promptly reset when a YouTube mobile author leaves the department.
21. Comments	Comments shall be allowed on a per Video basis and shall require approval before posting.

YouTube Usage Standards

4. Blogger

Blogger is a free blog service from Google used by individuals and businesses to create, publish and maintain one-way or bi-directional blog sites.

Blogger Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.
4. Blogger URL	A Blogger URL shall be assigned so that visitors may link directly to the department's blog site, bypassing Blogger Homepage advertisement.

Standard Item	Standard Setting
	URL name shall identify County Department. Example: http://ocpubliclibraries.blogspot.com
5. Display Name	Example: OC Public Libraries, County of Orange, Calif
6. Photo URL	Official County Seal or Agency/Department/Program/Campaign Logo
7. Homepage URL	Shall link to official agency/department or campaign website
8. Profile Description (About Me Gadget)	County description of agency/department program.
9. Gadget for Legal Notifications	Each blog page shall have a gadget that displays applicable legal references: "The County of Orange welcomes you, please read our Site Disclaimer and Comment Policy. Site Disclaimer: http://egov.ocgov.com/ocgov/Social%20Media%20Disclaimer Comment Policy: The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Orange, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum. Click here to read the County's entire Comment Policy: http://egov.ocgov.com/ocgov/CommentPolicy"
10. Age	Do not display
11. Hometown	Orange County, California
12. Industry	Government
13. Blog Content	If comments allowed, blog shall clearly state the discussion topic introduced for comment so that the public is aware of the limited nature of the discussion and that inappropriate and off-topic posts are

Standard Item	Standard Setting
	subject to removal.
14. Comment Form Placement	Shall be set to a full form that prominently displays the County's full comment policy.
15. Comment Moderation	Shall be set to "Always".
16. E-Mail Posting and Mobile Devices	Access to post through these methods shall be granted conservatively. Access shall be promptly reset or adjusted when an author leaves the department.

Blogger Usage Standards

5. Flickr

Flickr is an online photo and video sharing website. Government entities use Flickr because it provides free or low-cost storage capacity for sharing photos.

Flickr Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.
4. Flickr URL	A FlickR URL shall be assigned so that visitors may link directly to the

Standard Item	Standard Setting
	department's FlickR site, bypassing FlickR Homepage advertisement. URL name shall identify County Department. Example: www.flickr.com/photos/ocpubliclibraries
5. Screen Name	Example: OC Public Libraries, County of Orange, Calif
6. Buddy Icon	Official County Seal or Agency/Department/Program/Campaign Logo
7. Homepage URL	Shall link to official agency/department or campaign website
8. Profile Description	County description of agency/department program. "The County of Orange welcomes you, please read our Site Disclaimer and Comment Policy. Site Disclaimer: http://egov.ocgov.com/ocgov/Social%20Media%20Disclaimer Comment Policy: The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Orange, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum. Click here to read the County's entire Comment Policy: http://egov.ocgov.com/ocgov/CommentPolicy"
9. Gender	Rather not say
10. Hometown	Orange County, California
11. Occupation	Local Government
12. Privacy Settings (Comments, Tags, Notes)	o Who Can Add Comments?: Since FlickR doesn't permit moderated comments, by default, comments shall be turned off and only set on a per photo basis. o Who Can Add Notes, Tags and People? Shall be set to "Only You"

Standard Item	Standard Setting
13. Comments by Photo	By default, per #12 above, Comments shall be disabled. Comments can be activated on a per photo basis. Upon activation, a link to the County's Comment Policy shall be prominently displayed under the photo description. Additionally, department's that allow comments on a per photo basis, shall provide a link at the bottom of the photo description to the County's Comment Policy. "The County of Orange welcomes your comments, prior to commenting, please read the County's Comment Policy."
14. Flickr Notifications	Set account to receive an e-mail immediately when someone leaves a comment or performs some other traceable account activity. At the time of this write-up, account notifications were set under the following menu items. Your Account ❙ E-Mails & Notifications ❙Recent Activity E-Mails
15. Photo License	Check with County Counsel if you are not sure which License option to select.
16. Upload by E-Mail	Access to post through e-mail shall be granted conservatively. Access shall be promptly reset or adjusted when an author leaves the department.

Flickr Usage Standards

6. LinkedIn

LinkedIn is a professional networking site used by businesses and individuals within a wide-variety of industries to exchange professional information, ideas and opportunities. At the time LinkedIn was assessed for use by County Departments, LinkedIn did not provide the capability for a business to create a business presence on LinkedIn, however, this is a future possibility according to LinkedIn's stated roadmap.

LinkedIn has been added to the County's approved social network list for limited use by County HR departments. This includes posting County job listings, seeking potential County employee candidates, acquiring industry human resource information.

LinkedIn Usage Standards

Standard Item	Standard Setting
1. Username	Shall identify County Department.
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.

LinkedIn Usage Standards

7. Foursquare(notonapprovedlist)

Foursquare is a location based social network that businesses leverage for marketing and advertisement opportunities and to engage and reward customers. Foursquare was not approved as a County Social Media Network Site primarily because it doesn't offer sufficient controls to comply with the County's Social Networking Policy.

In general, a department's use of Foursquare as a customer relations/marketing tool would require the department to claim the location or business in Foursquare. As a venue owner, there is limited capability to prominently display the County's disclaimers and there is no capability to remove inappropriate comments shall one be posted. Additionally, without the ability to state a limited purpose or topic for site use, there is concern that a department claimed site could be perceived as a public forum.

8. WordPress(notonapprovedlist)

WordPress is a social network site used for blog pages and small scale websites. WordPress is the second social networking site assessed for blog capability. While the County's goal is to have a standard per social networking category, WordPress was considered because of its industry popularity and because at least one County department was already using it prior to the release of a County Social Media Policy. Upon assessment, WordPress was not approved as a County social networking site

primarily because it lacks sufficient security controls that would protect a County blog site from being hacked.

9. Gowalla(notonapprovedlist)

Gowalla is a location based social network that allows users to "check-in" at particular destinations and to accumulate "stamps" like one receives in a passport for arriving at a particular destination. Users may also leave comments, photos, etc. when they check in. Upon assessment, Gowalla was denied as a County Social Network because it offers limited capability to prominently display the County's disclaimers for department claimed locations and it doesn't give the department the ability to remove inappropriate comments. Additionally, without the ability to state a limited purpose or topic for site use, there is concern that a department claimed site could be perceived as a public forum.

10. Yelp

Yelp "is a website that connects people with great local businesses." Users, or "Yelpers," may post comments and reviews of businesses. To contribute reviews or post comments, users must create a Personal Account or a Business Account. There is a distinction between using Yelp on a Personal Account and a Business Account. Yelp has been approved as a County Social Network for limited use only – specifically, departments may create "personal accounts" but may not create business accounts.

With a personal account, departments will be able to monitor (listen) to what is being said about the department's services as well as post comments intended to clarify misconceptions or promote department services.

A Business Account would allow a County department to create a profile for users to gain information and exchange reviews. Yelp is not approved for business accounts because it offers limited capability to prominently display the County's disclaimers and no capability to remove inappropriate comments. Additionally, without the ability to state a limited purpose or topic for site use, there is concern that a department claimed site could be perceived as a public forum.

11. Pinterest

Pinterest Usage Standards

Standard Item	Standard Setting
1. Profile: Name	When possible, First Name shall be listed as "OC" followed by Agency/Department/Program Name as Last Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as closely as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Profile: Picture	Shall prominently display the official County of Orange seal or Agency/Department/Program/Campaign logo.
3. Profile: Username	Username shall be the same as the Profile Name (item #1).
4. Profile: About You	About You section shall include the following references: (1) County of Orange [Agency/Department/Program/Campaign name]; (2) Official Agency/Department/Program/Campaign mission statement; (3) "View County's Social Media Disclaimer and Comment Policy for use of this site at http://ocgov.com/contact/social and http://ocgov.com/contact/comment."
5. Profile: Location	Location shall be listed as Orange County.
6. Profile: Website	Shall link to official Agency/Department/Program/Campaign website.
7. Account Settings: Basic info	**Gender** shall be listed as "Unspecified." **Search Privacy** shall be turned off (selected as "No"). **Personalization** shall be turned off (selected as "No").
8. Account Settings: Email Notifications	For site and records management purposes, Pinterest account shall be setup to routinely inform designated Agency/Department staff of account activity and Pinterest network changes. Get email notifications shall be turned on (selected as "Yes"). Comments on your pin shall be turned on (selected as "Yes").
9. Account Settings: Social Networks	Pinterest account may be connected to other approved social media sites.
10. Account Password	Shall conform to the County's complex password requirements.
11. Following	Shall use discretion on who to follow. As a general rule, should only follow entities that attribute to County business value.

Standard Item	Standard Setting
12. Email Address	Email address associated with account shall be a generic Agency/Department address and not individual user/name specific.

Revision History:

Revision No.	Revision Date	Author	Description
v1.0	3/30/2010	CEO Information Technology	Document originated
v2.0	9/8/2010	CEO Information Technology	Added YouTube, Blogger and Flickr
v3.0	10/15/2010	CEO Information Technology	Added WordPress and Foursquare to review list (Denied)
v4.0	1/25/2011	CEO Information Technology	Added Gowalla and Yelp to review list
V5.0	11/26/2011	CEO Information Technology	Added Pinterest to review list