

STATE OF COLORADO)
) ss
COUNTY OF ROUTT)

RESOLUTION #2022-_____

A RESOLUTION ADOPTING AN ADMINISTRATIVE POLICY FOR ROUTT COUNTY CONCERNING SOCIAL MEDIA

Recitals

1. The Board of County Commissioners of Routt County (the “Board”) desires to adopt an Administrative Policy for Routt County Concerning Social Media (the “Policy”); and
2. The Policy is currently unnumbered but will be assigned a policy number through the course of an ongoing project concerning policy review and restructuring; and
3. On October 11, 2022, the Board conducted a public hearing following notice as required by law, to consider the adoption of this resolution and the attached Policy; and
4. The Board finds that it is in the best interests of the citizens of Routt County that this resolution and the attached Policy be adopted.

NOW, THEREFORE, BE IT RESOLVED by the Board of County Commissioners of Routt County, Colorado that:

- A. The attached Administrative Policy for Routt County Concerning Social Media is hereby adopted to be effective October 11, 2022.
- B. The Policy may be revised to reflect its policy number once assigned without further need for adoption by resolution.

ADOPTED this 11th day of October, 2022.

BY THE BOARD OF COUNTY COMMISSIONERS OF ROUTT COUNTY, COLORADO.

M. Elizabeth Melton, Chair

Vote:	M. Elizabeth Melton	Aye	Nay	Absent
	Timothy V. Corrigan	Aye	Nay	Absent
	Tim Redmond	Aye	Nay	Absent

ATTEST:

Jenny L. Thomas
Routt County Clerk

ROUTT COUNTY
ADMINISTRATIVE POLICIES AND PROCEDURES
Policy Number X.XX

TITLE Social Media Policy	Date of First Approval October 11, 2022
RESPONSIBLE DEPARTMENT Public Information Office	Date Last Revised October 11, 2022

Purpose: To set-forth requirements for the use of social media by Routt County departments.

Department(s) Affected: All provided, however, that departments of Routt County elected officials may adopt social media policies applicable to those departments and, if they do, those policies shall take precedence if contradictory to this policy.

Waiver Authority, if any: None.

- I. Personal Social Media Accounts.
 - A. All Routt County employees may have personal social media accounts that are not subject to this policy or any oversight of Routt County or its Department Heads (including elected officials). These accounts shall not identify in any fashion as representative of Routt County or any department thereof. Following this principle helps ensure a distinction between sharing personal and agency views.
 - B. Employees shall not use their County e-mail account in connection with a personal social media site. If posting on a personal social media site or on any non-County site, employees shall not represent their personal comments or views as those of the County. For example, an employee may use a disclaimer such as: “The postings on this site are my own and do not reflect or represent the opinions of the agency for which I work” to indicate that their statements or views are their own.
 - C. Personal social media accounts may not be used to conduct County business or in any way portray that the County is responsible for the content of postings.
- II. County Social Media Accounts.
 - A. All official Routt County-related communication through social media shall remain professional in nature. Employees shall not use official Routt County social media for political purposes, to conduct private commercial transactions, or to engage in private business activities. Inappropriate use of County social media accounts may be grounds for disciplinary action. Only individuals authorized by Routt County may publish content to a County website or social media account.
 - B. Routt County employees shall not publish content on Routt County social media sites that includes:

1. Confidential information.
2. Copyrighted material without permission.
3. Profane, racist, sexist, threatening or derogatory content or comments.
4. Partisan political views.
5. Commercial endorsements or material that is not relevant to County operations or business.

C. Routt County social media sites are subject to the Colorado Public (Open) Records Act and may also be subject to archiving.

III. REGISTERING A PAGE/PROFILE

A. All Routt County social media pages/profiles shall be:

1. Approved by the Public Information Office;
2. Published using social networking platforms and tools approved by the Public Information Office; and
3. Administered only by the Department's contact or their designee.

IV. DEREGISTERING AN EXISTING PAGE/PROFILE

A. If a social media page is no longer in use, County employees shall:

1. Notify the Public Information Office; and
2. Delete all social media content. This requirement shall take precedence over contrary records retention schedules.