

# COUNTY OF MARIN SOCIAL MEDIA PLAYBOOK



VERSION 2.0  
UPDATED: MAY 2013

**EVERYTHING YOU &  
YOUR DEPARTMENT  
NEED TO KNOW TO  
GO SOCIAL**

## ACKNOWLEDGEMENT

The Social Media Policy and Playbook were prepared by the individuals listed.

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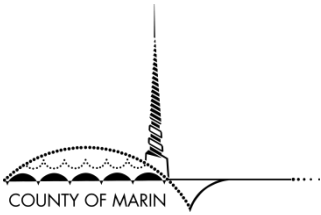
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# ACKNOWLEDGEMENT – Con't

3

Version 2.0 of the Playbook has been revised by the Social Media Taskforce





## Contents

### I. Introduction

1. Why use this **Playbook** and who should use this

### II. Department Workplan

1. What departments need to consider before launching their own social media sites

### III. Participation Guide

1. For employees & authorized users

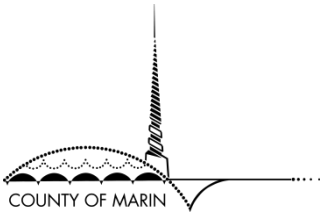
### IV. Networks & Standards

1. Approved networks
2. Usage standards
3. Accessibility guidelines
4. Records management

### V. Public Interaction

1. Unacceptable contents
2. Response considerations
3. Network security

### VI. Resources



# I. Introduction

5

- **Why use this **playbook**?**

- This **Playbook** will help you engage and interact more effectively online, by showing you how to:
  - ✦ **Leverage** best media practices
  - ✦ **Link** online engagement to targeted objectives specific to your goals
  - ✦ **Access** supplemental applications to quantify, monitor, and expand efforts toward reaching those goals

- **Who should use this **playbook**:**

- Administrators/users who are **new** to social media engagement
- Administrators/ users who are **already engaged** in social media who want to take their participation to the next level

## When does social media work best?

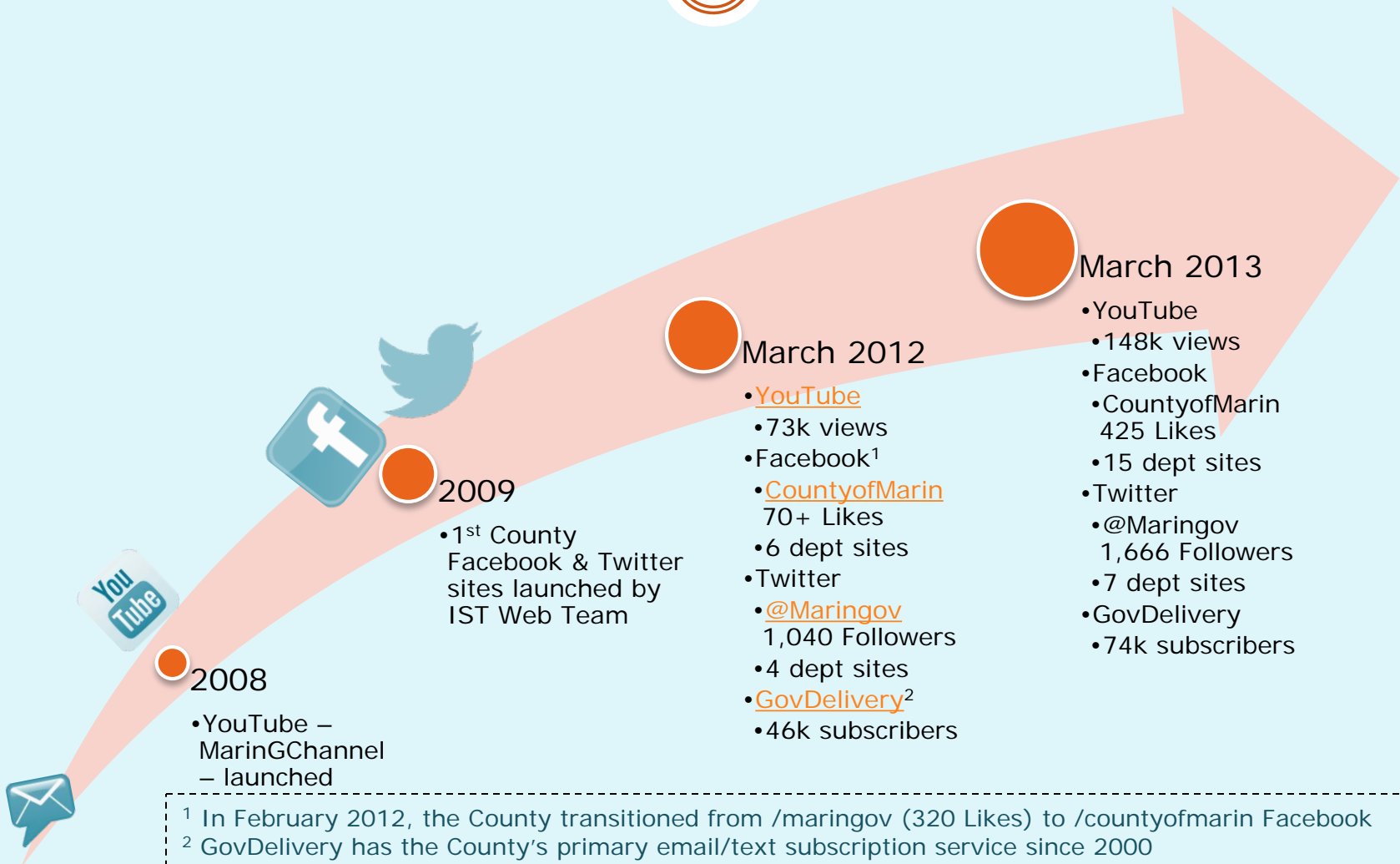
Social media works best when there are real people, with genuine intentions and quality content, behind every profile, tweet and tag.

- Motivations for contributing to online communities depend on these four pillars:
  1. **Anticipated reciprocity** - A person is motivated to contribute valuable information to the group in the expectation that one will receive useful help and information in return.
  2. **Increased recognition** – Recognition is important to online contributors. Individuals generally want recognition for their contributions.
  3. **Sense of efficacy** - Individuals may contribute valuable information because the act results in a sense that they have had some effect on this environment.
  4. **Communion** - People are fairly social beings and it motivates many people to receive direct responses to their contributions.



# Marin County Social Media Timeline

7





# II. DEPARTMENT WORKPLAN

**Social Media Workplan & Account Request Form**

**Instructions**  
 This form should be completed by the Department's Social Media Coordinator, who is responsible for reviewing his/her Department's social media activity to ensure policy compliance. The Department's Social Media Coordinator should have submitted a Social Media User Acknowledgement Form prior to submitting this form. Per County's social media policy, departments with social media ideas should submit a departmental workplan by July 2, 2012 or face termination of future social media activities. No new departmental social media accounts can be created without the submission and approval of a department workplan by the County Administrator's Office. Email completed forms to [soc-socialmedia@marincounty.org](mailto:soc-socialmedia@marincounty.org). Final approved form will be emailed back to the Social Media Coordinator and Department Head.

**General Information**

Date: \_\_\_\_\_  
 Department: \_\_\_\_\_  
 Department Social Media Coordinator: \_\_\_\_\_  
 Email: \_\_\_\_\_

☐ Click here if Department Head Approval has been obtained (required for submission)

**Workplan**

1. Provide information regarding the current/desired social media platform:

Platform	Current/Desired Profile Name	URL (if available)	Date Established (if available)
Select: [ ]			
Select: [ ]			
Select: [ ]			
Select: [ ]			

2. What is the purpose for having a separate department site as opposed to posting to using the County's main site?  
 \_\_\_\_\_

3. Who will be the authorized user(s) / department social media coordinator(s)? Indicate responsibilities (posting/monitoring/responding) if different between each platform/account. Indicate the primary contact, secondary contact and additional back-up.

Full Name	Email	Platform	Responsibility
		Select: [ ]	
		Select: [ ]	
		Select: [ ]	
		Select: [ ]	

4. What is the username? Who are the current and prior admins? (For Facebook, department must add Marin Gov [marin.gov@gmail.com] as a Facebook Admin. This is used for monthly data gathering. Please review Social Media Playbook on how to best manage your passwords.)

Platform	Username/Login	Registered Email	Current Admin(s)	Person who Created Account
Select: [ ]				
Select: [ ]				
Select: [ ]				
Select: [ ]				

5. Do you want any of your department's GovDelivery topic to be linked and/or posted directly to your department's or County's Facebook/Twitter site? If so, which topic?

Platform: [ ] GovDelivery Topic: \_\_\_\_\_  
 Platform: [ ] GovDelivery Topic: \_\_\_\_\_

6. How will public inquiries/comments be handled?  
 \_\_\_\_\_

7. What is your department's tolerance level for negative criticism? (Refer to Social Media Playbook: Response Considerations for guidance.)  
 \_\_\_\_\_

8. What is your procedure to monitor activity and to ensure policy compliance?  
 \_\_\_\_\_

9. How frequently does your department intend to post content?  
 \_\_\_\_\_

10. What assistance, if any, do you need? Any other comments/questions?  
 \_\_\_\_\_

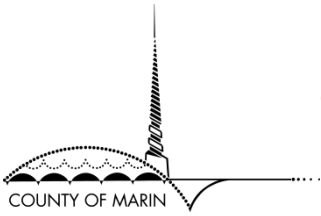
**STOP: To be filled by County Administrator's Office only:**

Date Form Received: \_\_\_\_\_  
 CAD Approval Signature: \_\_\_\_\_  
 Date Approval Training Conducted: \_\_\_\_\_

Notes: \_\_\_\_\_

List updated: May 2013





# Components of Workplan

9

What's the **purpose** for having a separate department site as opposed to posting to the County's main site?

Which social media **platform(s)** will be used?

Who'll be the **authorized user(s)** / department social media coordinator(s)?

What's the desired profile **name**?

How frequent will **content** be posted?

Allow **public commenting**? If so, how'll incoming **inquiries** be handled?

## Social Media Account Request Process

1

- Inform CAO if your department is considering starting a separate social media site

2

- Review Social Media Policy and **Playbook**

3

- Submit [Social Media Account Request form](#)
- Certify that applicants have read the required documents & agreed to the terms

4

- If approved, schedule training with CAO

5

- Department Social Media Coordinator should participate in the Social Media Taskforce

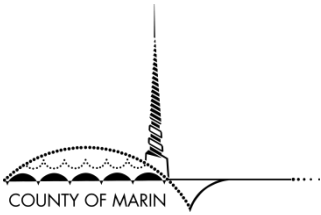




# III. PARTICIPATION GUIDE

11

## 9 SOCIAL MEDIA GUIDELINES FOR EMPLOYEES & AUTHORIZED USERS



# Participation Guide

12

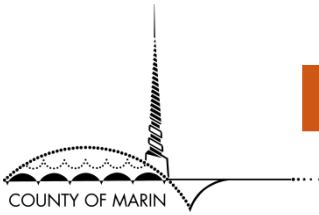
## 1. Add value to your department.

Examples:

- ❖ Furthering the accomplishment of your departmental mission
- ❖ Enhancing the public's knowledge of County services
- ❖ Encouraging civic engagement
- ❖ Strengthening our sense of community
- ❖ Increasing operation transparency
- ❖ Solving a problem

## 2. Consider your content.

- ❖ As informal as social media sites are meant to be, if they're on a government domain or a government identity, they're official government communications.
- ❖ Posts should use proper grammar and standard style whenever possible, minimizing the use of jargon and acronyms that may not be widely understood by the public.
- ❖ If you are uncertain of the accuracy of information, take all steps possible to verify the facts before publishing the information.



# Participation Guide – Con't

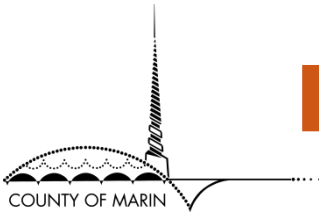
13

## 3. Provide proper representation.

- ❖ While posting in your role with the County and as part of your designated job responsibilities, you should identify yourself as a County representative.
- ❖ Make clear when you are speaking for yourself, and when you are speaking on behalf of the department. Only speak on behalf of the department when your commentary is based on your department's explicit written standards, policies, and practices, or you have received prior permission.

## 4. Share links + sources.

- ❖ Use links to direct users back to the primary source (e.g., website) for in-depth information, forms, and related documents or online services designed to facilitate business with the County.
- ❖ When you make a reference to a law, regulation, policy, or other website, where possible provide a link or at a minimum, the citation.
- ❖ Whether it is citing a source with a link in a blog post, retweeting or giving a "shout out," be sure to credit and thank the original creator.



# Participation Guide – Con't

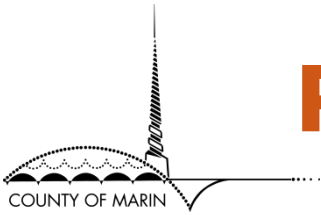
14

## 5. Protect confidential information.

- ❖ Ask permission to publish or report on conversations that occur within your department.
- ❖ Never post information about policies or plans that have not been finalized unless you have received explicit permission.
- ❖ Do not identify a partner or supplier by name or provide information that might be proprietary in nature without their knowledge and/or permission.

## 6. Respect your audience and co-workers.

- ❖ Respect the privacy of others and carefully consider the discussion of any topics that might be objectionable or inflammatory.
- ❖ Do not use your department's social media presence to communicate among fellow County employees.



# Participation Guide – Con’t

15

## 7. Respond to your mistakes.

- ❖ Be the first to correct your own mistakes. Timely correction of errors or inaccurate information is essential.
- ❖ Once something is posted, it should stay posted. Only spelling errors or grammar fixes can be made without making the change evident to users. If you choose to modify an earlier post, make it clear that you have done so—do not remove or delete the incorrect content; provide the correct information and apologize for the error.
- ❖ Ways to accomplish this include:
  - ❖ Strike through the error and correct.
  - ❖ Create a new post with the correct information, and link to it from the post.

## 8. Exercise discipline.

- ❖ Your online activities should not interfere with your job or your responsibility to the public and your co-workers.

## 9. Handle inquiries and negative comments promptly.

- ❖ Effective ways to handle negative comments include providing accurate information in the spirit of being helpful, respectfully disagreeing, and acknowledging that it is possible to hold different points of view.
- ❖ Inappropriate content can be removed
- ❖ See Response Considerations (pg 25)
- ❖ If you have questions, contact the County Administrator’s Office
  - ❖ [cao-socialmedia@marincounty.org](mailto:cao-socialmedia@marincounty.org)

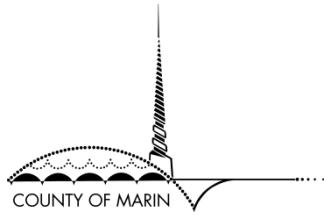


# IV. NETWORKS & STANDARDS

16



THE LIST OF APPROVED SOCIAL MEDIA NETWORKS WILL CHANGE OVER TIME BUT SOCIAL MEDIA AS A COMMUNICATION CHANNEL IS HERE TO STAY... AT LEAST FOR NOW.

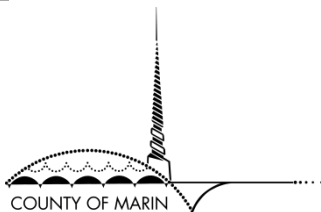


# Approved Networks

17

The following pages contain a list of County approved social media networks that departments may choose to utilize. Additional social media networks will be considered upon request by a department. New requests shall be sent to County Administrator's Office (CAO). Upon receipt, requests will be assessed by the CAO and IST for approval. This list will be updated to reflect new or removed networks as needed.

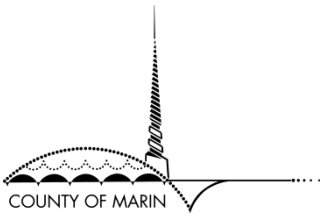
# Approved Networks



Technology: Definition	Network	Opportunity/Potential in Gov't
<b>Social Networking Sites:</b> Users can add friends, send messages and build their own profile.	<a href="#"><u>Facebook</u></a> <sup>*</sup> <a href="#"><u>Google+</u></a>	Build/join communities. Potential viral of spread messages and content friend to friend. Recruitment. Event announcements.
<b>Social Networking Sites (Business Professionals):</b> Users can find others in similar professions, send messages and build their own profile.	<a href="#"><u>LinkedIn</u></a> <sup>^</sup> <a href="#"><u>Plaxo</u></a> <sup>^</sup> <a href="#"><u>GovLoop</u></a> <sup>^</sup>	Recruitment. Encouraging employees to maintain complete profiles may strengthen an organization's reputation.
<b>Microblogging:</b> Form of blogging which allows brief (e.g., 140 characters) text updates.	<a href="#"><u>Twitter</u></a> <sup>*</sup>  <a href="#"><u>Tumblr</u></a>	Broadcast messages: emergencies, news, announcements, real time reporting, recruiting. The media follows Twitter feeds of newsmakers.
<b>Blogs:</b> Journal or diary with social collaboration (comments)	<a href="#"><u>Blogger</u></a>  <a href="#"><u>Wordpress</u></a>	Government information to new audiences. Puts human face on government using informal tone. Opens public conversations. Surface issues and solve them.
<b>Video, Image &amp; Multimedia Sharing:</b> Community members can share and comment on media stored in video and image libraries.	<a href="#"><u>YouTube</u></a> <sup>*</sup> <a href="#"><u>Flickr</u></a> <sup>*</sup> <a href="#"><u>Pinterest</u></a> <sup>*</sup> <a href="#"><u>Instagram</u></a> <a href="#"><u>Picasa</u></a> <a href="#"><u>Vimeo</u></a>	Public outreach, education, training, other communication for "connected" and on-line audiences. How To videos, visuals & audios to improve service and achieve mission.

\* = preferred social media application in its technology category

^ = Pre-approved for use by department



# Usage Standards

19

The following standards, per approved social networking site, have been defined in conjunction with the Administrative Policy and Procedure No. 23: Social Media Use. Options that have not been defined are at the discretion of the department. Since non-County owned social network capabilities may change without notice at anytime, standards listed within this document may become outdated. Should an item become outdated, please report to IST.

Usage standards below apply to all social media networks:

Shall display being the “official account”

Shall display official County/Department logo or program graphic

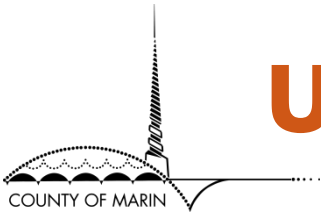
Shall contain a link to an official County website

Shall display an official County email account as contact

Provide link to the [Marin County Social Media User Responsibility Guideline](#)

Shall review site activity daily for exploitation or misuse

Shall not display any profile information such as gender, age, religion, political views, relationship status, job/career, interests, etc.



# Usage Standards: Facebook



20

## Social Media Networking Sites: Facebook (FB)

### Standard Item Standard Setting

<b>Type of Page</b>	Shall set-up as "Pages" which do not allow "Friends" to be added but only "Likes"
<b>Information</b>	Shall display County/department mission or program overview that informs the topic and intent of the site
<b>Apps</b>	Shall only use Facebook provided, or County authorized, applications

### FB Facts & Stats

- ✓ Founded in 2004
- ✓ 1.11 billion active users and growing (2013 Q1)
  - ✓ 86k Marin users
- ✓ 751+ million active mobile users (2013 Q1)

Read more [FB news](#)

### Resources:

- [Download the Facebook Government Guide](#)
- Checkout [www.facebook.com/FacebookPages](http://www.facebook.com/FacebookPages) & [www.facebook.com/facebooktips](http://www.facebook.com/facebooktips)

Authorized users will be trained on advanced topics such as appropriate set-up, insights, monitoring, likes, plug-ins, marketing, etc.

## Basics

- Likes are better than views
- Comments are better than likes
- Shares trump everything

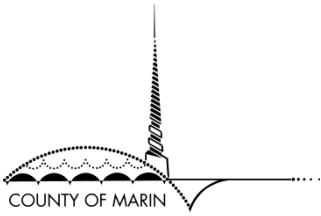
## Pictures

- Pictures rule
- Landscapes are great
- Faces are even better

## Posts

- Keep it simple
- Think about the value behind each post
- Use Post Planner if you're busy





# Usage Standards: Twitter

22

## Social Media Microblogs: Twitter

### Standard Item Standard Setting

<b>Tweets</b>	Shall be relevant, timely and informative with the intention of assisting the department to fulfill its mission.
<b>Following</b>	Shall use discretion on whom to follow. As a general rule, should only follow entities that attribute to County business value.
<b>Direct Text Emails</b>	Shall be setup to receive an email when direct texts are sent to the Twitter account and where information can be retained.

### Facts & Stats (Apr 2013)

- ✓ Launched in 2006
- ✓ 500 million users
- ✓ 170 billion tweets sent
- ✓ 200 million monthly active users

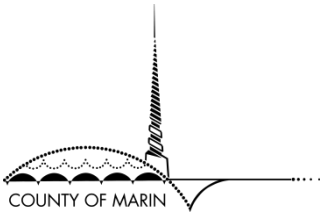
Read about [Twitter](#)

### Resource:

- Visit Twitter Help Center – [Twitter Basics](#)

Authorized users will be trained on advanced topics such as appropriate set-up, monitoring, buttons, following, hashtag, etc.



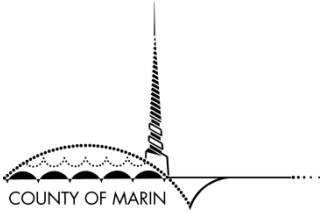


# Twitter 101

23



# Accessibility Guidelines



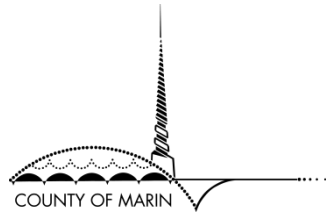
24

Below are legal requirements that will greatly increase the accessibility of your social media efforts.

1. Provide captions for your videos
2. Title your photographs descriptively and usefully
3. Avoid use of acronyms
4. Make all information that is provided on social media services available in accessible formats elsewhere

## Resource:

- Read the [Accessibility Guidance Bulletin 7b#: Social Media Accessibility](#)



# Records Management

25

Account password shall only be shared with the Social Media Coordinator, Department Head, or his/her designee

Account password shall promptly be reset when an employee is removed as a Social Media Coordinator.

At least 2 people should have the password

Maintain a log file containing the information below:

Network	Account Login	Password	Registered email address	Date est.	Person who created account
Twitter	_____	_____	__@marincounty.org	1/1/11	Maria Kountee

# V. PUBLIC INTERACTION

26

**BE READY TO RESPOND!**



## User Responsibility Guideline

While we should be aware of First Amendment rights, unacceptable content that violate our policy can be **removed**. See sample verbiage on content or follower removal on next page.

If you are unsure about a removal, contact CAO and/or County Counsel.

☞ Remember to document any content that has been removed.

Profane language or content;

Content that promotes, fosters or perpetuates discrimination of protected classes;

Sexual harassment content;

Solicitations of commerce or advertisements including promotion or endorsement;

Promotion or endorsement of political issues, groups or individuals;

Conduct or encouragement of illegal activity;

Information that may tend to compromise the safety or security of the public or public systems;

Content intended to defame any person, group or organization;

Content that violates a legal ownership interest of any other party, such as trademark or copyright infringement;

Making or publishing of false, vicious or malicious statements concerning any employee, the County or its operations;

Violent or threatening content;

Disclosure of confidential, sensitive or proprietary information;

Advocating for altercation of hours, wages, and terms and conditions of employment (employees only).

☞ A link to this [policy](#) should be display on every official County social media site.

# User Responsibility Guideline – con't

28

The following verbiage can be used to warn individuals about inappropriate content:

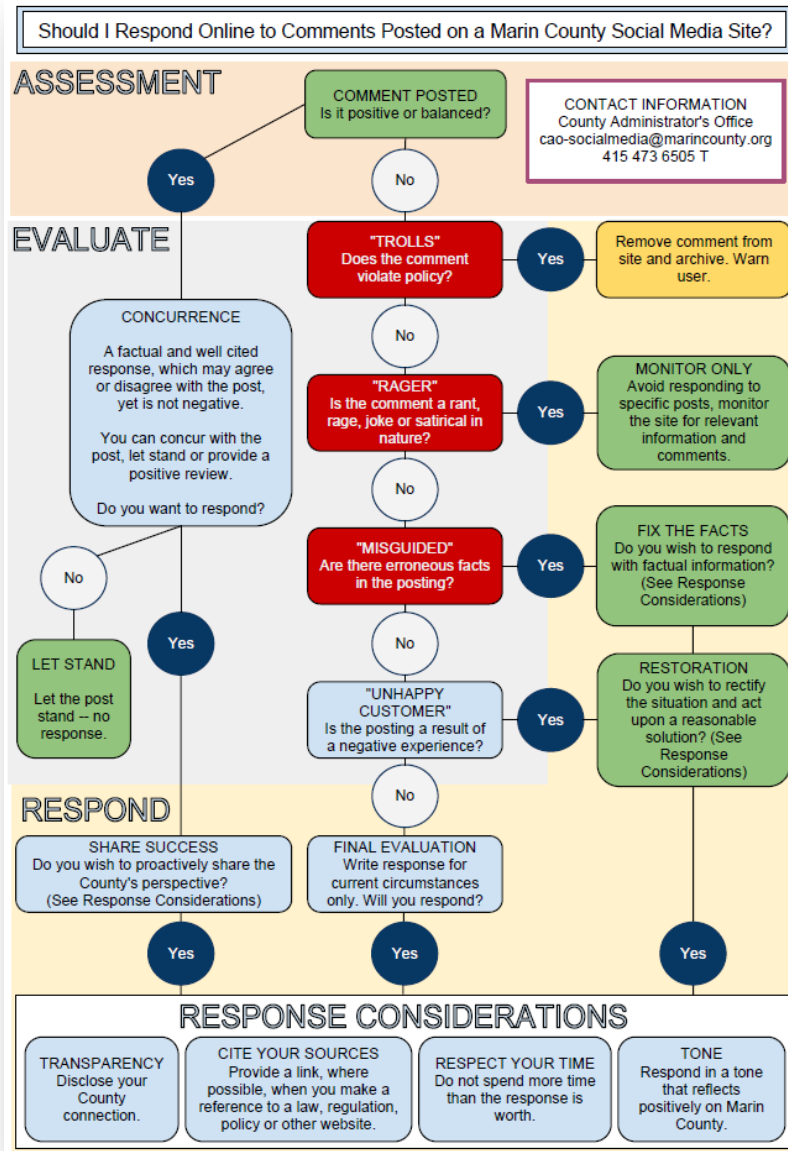
“Your recent post is in violation of Marin County’s Administrative Policy and Procedure No. 1.25: Social Media Use and has been removed. Refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will regretfully have to block you from further posts. Thank you for understanding.”

The following verbiage can be used to warn individuals who have violated the policy more than once:

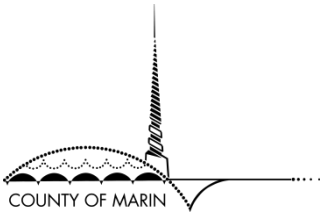
“Your recent post is in violation of Marin County’s Administrative Policy and Procedure No. 1.25: Social Media Use. As this is a repeat violation, we have to block you from further posts. Thank you for understanding.”

# Response Considerations

Download the chart [here](#).







# Network Attack Protocol

30

If you suspect security of an account has been compromised

1. Call IST [HelpDesk](#) at once
2. Change login and password information immediately
3. Report incident to CAO and IST
4. Work with CAO to develop communications strategy
5. Acknowledge security breach to social media followers
6. Look for signs of damage, make necessary corrections

## VI. RESOURCES

- PUBLIC RESOURCES
  - ❖ [County of Marin Social Media Policy](#)
  - ❖ [County of Marin Social Media Playbook](#)
  - ❖ [Eloqua's Social Media Playbook](#)
  - [Social Media User Responsibility Guideline](#) – *include on your department's site*
  - [County of Marin Public Communications Plan](#)
  - [Official County-sponsored social media sites](#)
  - [Social media account request form](#)
  - [Social media user acknowledgement form](#)
  - [Response consideration chart](#)
- INTERNAL RESOURCES
  - [Social Media Taskforce](#)
  - [Accessibility Guidance Bulletin #7b: Social Media Accessibility](#)
  - [Public Information Team](#)
- CONTACT
  - [cao-socialmedia@marincounty.org](mailto:cao-socialmedia@marincounty.org)

