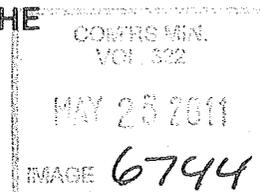


On motion of Mr. Hartmann, seconded by Mr. Monzel the resolution was adopted.

22
**RESOLUTION ESTABLISHING USE OF SOCIAL MEDIA BY THE
HAMILTON COUNTY BOARD OF COMMISSIONERS**



BY THE BOARD:

WHEREAS, the Board of County Commissioners shall establish a social media program as a communication tool to inform, connect and engage citizens with County government; and

WHEREAS, the Board of County Commissioners adopts the attached Guidelines and Policies for social media use; and

NOW THEREFORE BE IT RESOLVED by the Board of County Commissioners of Hamilton County, Ohio, that the attached social media Guidelines and Policies of the Board of Commissioners will be updated as necessary by the Board.

BE IT FURTHER RESOLVED that the Clerk of the Board be and hereby is directed to certify a copy of this resolution to County Administrator Christian Sigman.

ADOPTED at a regularly adjourned meeting of the Board of County Commissioners of Hamilton County, Ohio this 25th day of May, 2011.

Mr. Hartmann YES

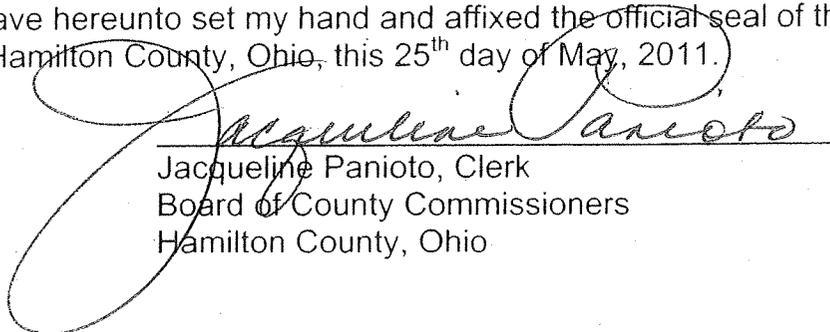
Mr. Monzel YES

Mr. Portune YES

CERTIFICATE OF CLERK

IT IS HEREBY CERTIFIED that the foregoing is a true and correct transcript of a resolution adopted by the Board of County Commissioners in session the 25th day of May, 2011.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the Office of County Commissioners of Hamilton County, Ohio, this 25th day of May, 2011.



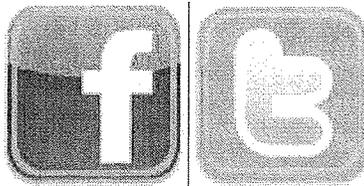
Jacqueline Panioto, Clerk
Board of County Commissioners
Hamilton County, Ohio

**Hamilton County
Board of Commissioners**

COM'RS MIN.
VOL. 322
MAY 25 2011
IMAGE 6745



Social Media Program



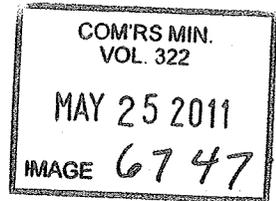
Guidelines & Policies

Updated May 23, 2011

Hamilton County Social Media Guidelines & Policies



A. Mission	Page 3
B. GUIDELINES	
1. The program	Page 3
2. Social media utilized	Page 3
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Mission

The Hamilton County Board of Commissioners intends to utilize social media technology to inform, connect and engage citizens with County government. This new method of communication will allow residents to learn helpful information about the County services available to them and spotlight additional programs and policies the County is focused on.

Hamilton County has adopted the following policies and procedures:

B. GUIDELINES

1. The program. The social media program is intended to serve as a tool to communicate as a permanent part of the County's communication process. These guidelines will be revisited and updated as necessary.

2. Social media utilized. The Hamilton County Board of Commissioners will utilize two popular social media tools:

Facebook: creation of a Facebook page

Twitter: @HamiltonCntyOH

3. Content managers. During the pilot program, each Commissioner's office is encouraged to post messages to Facebook and Twitter. In addition to Commissioner offices, the following individuals employed under the Board of Commissioners are authorized to post messages to social media pages:

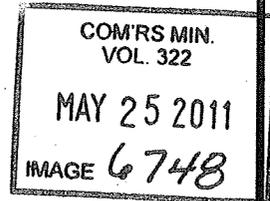
John Bruggen (Budget Department)

Laura Maus (Human Resources)

Lisa Webb (Budget Department)

4. Standard practices. Content managers will follow these practices when utilizing social media:

- Be accurate
- Monitor and respond appropriately to user questions or comments (if enabled)
- Avoid advertisements, sponsorships and endorsements
- Avoid any and all “political” content and commentary
- Correct mistakes
- Be considerate
- Protect sensitive or personal information
- Respect copyrights and trademarks
- Use County e-mail addresses for communication and strong passwords
- Follow all other rules of the Hamilton County Ethics Policy



5. Content management. Content related or applicable to Hamilton County programs and services will be broadcast via the Hamilton County’s social media channels. Informative public service messages or other local government information may also be communicated. All material must meet ‘Standard Practices’ as outlined in these guidelines and policies. Examples include:

- Media releases or new information from the County
- Announcements of upcoming events, such as information fairs, workshops and awareness displays
- Links to explain County programs through various County websites

6. Monitoring. All designated content managers will monitor social media. They will view social networking pages at least once each weekday and periodically check weekends.

7. Public records. Social media users should be aware that this communication is considered a public record.

8. Comments policy. Hamilton County welcomes comments and questions via any social media channels. Social media will be regularly monitored by the content managers to ensure visitors adhere to the 'Standard Practices' detailed above. The following comment policy will apply to Hamilton County social media:

Hamilton County reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group. Further, the County also reserves the right to delete comments that:

- (i) are spam or include links to other sites;*
- (ii) are clearly off topic;*
- (iii) advocate illegal activity;*
- (iv) promote particular services, products, or political organizations;*
- (v) infringe on copyrights or trademarks;*
- (vi) use personally identifiable information; we recommend you not share any personal information on our social media channels;*
- (vii) contain case-specific and other confidential information.*

Please note that visitor comments expressed on this site do not reflect the opinions and position of the Hamilton County government or its officers and employees. If you have any questions concerning the operation of this online discussion site, please contact Laura Maus in the Hamilton County Human Resources Department at (513) 946-4700 or laura.maus@hamilton-co.org.

Each site will enable comments in the following way:

Facebook: Users will be able to comment on Hamilton County 'wall posts,' including hyperlinks, videos or photos or send discrete 'messages' to the Facebook page Administrators (ie: the content managers).

Twitter: Twitter users will be able to 'reply,' 'retweet,' and 'direct message' the Hamilton County Twitter account in order to facilitate a dialogue. These 'tweets' are housed on the individual users' pages, and as such cannot be modified or deleted by our content managers.

9. Constituent response policy. Social media users may occasionally inquire about Hamilton County services, programs, events or other issues. In order to provide timely, accurate responses to these inquiries, the staff of the President of the Board will respond in the following manner:

Facebook: Responses will be sent in direct reply to wall posts unless information is sensitive

Before each response is sent (via 'direct message'), the President of the Board's staff will circulate the draft response via email to each of the Commissioners' staff. Any edits, changes or comments should be returned via email within two business days.

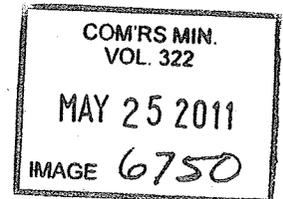
If these responses address a position by the Board that is not unanimous, each Commissioner's office will have the opportunity to respond individually. For example:

Response:

Commissioner Greg Hartmann: [RESPONSE...]

Commissioner Chris Monzel: [RESPONSE...]

Commissioner Todd Portune: [RESPONSE...]



Twitter: Responses will be drafted by the President of the Board's staff. A personal email address may be requested from an individual whose question cannot be answered in 140 characters or less. Responses that reflect a position by the Board that is not unanimous will be circulated among each of the Commissioner's staff via email, similar to facebook responses, to ensure a wholly reflective response is crafted.

****NOTE:** Each Commissioner may also respond directly and immediately as they wish. However, for the purposes of ensuring that all responses are answered, the President of the Board's office will regularly monitor comments and questions generated by social media and circulate recommended response as outlined above.