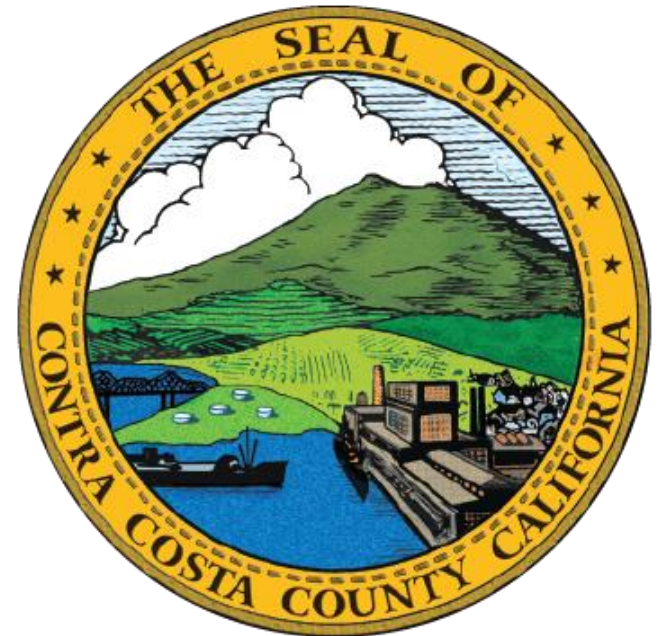


Internal Operations Committee – Social Media Updates

Office of Communications & Media

September 11, 2023





Overview

1. TikTok platform
2. Responding to Mis- and Dis- information on social media platforms
3. Artificial Intelligence (AI) generated content



Background & Timeline - TikTok

1. At least 37 states have taking action against TikTok since 2020, either banning use on government devices or filing lawsuits
2. California considering SB 74 (2023 – Dodd)
 - a. Orange County passes ban – March 2023
 - b. Westminster passes ban – April 2023
3. Contra Costa County
 - a. Animal Shelter
 - b. Elections
 - c. Law enforcement agencies



Recommendation - TikTok

- Staff recommendation: Update the social media policy to include language that bans social media platforms that meet the criteria on County-owned or County-issued devices in alignment with the Federal and soon-to-be state government ban.
 - Contra Costa County bans the use of any social media platform controlled by an “entity of concern” or a “country of concern” that holds 10 percent or more of the voting shares of a social media platform, or if the platform uses software or an algorithm controlled by a country of concern.
 - We would define “an entity of concern” or “country of concern” as previously noted.
 - And we would also propose a law enforcement exception.



Responding to Mis- and Dis- Information

- Board of Supervisors discuss adding to social media policy to combat mis- or dis-information
- County PIOs recommend using the strategy used to respond to COVID-19 social media comments
 - Strive to be supportive, education, informative, and show compassion.
 - Just the facts – point to existing, approved information and resources.
 - Never respond to direct opinions or straight comments.
 - Exception - harmful misinformation, something seems to be getting legs of its own, poster has unusually large following



Recommendation – Social Media Inaccuracies

- Staff recommendation: Update the social media policy to include guidance on if/how to respond to inaccurate or misleading public comments and bring back to the Board of Supervisors for approval.



Artificial Intelligence (AI) Generated Content

- May 2023 – President Biden’s administration meets with CEOs of Alphabet, Anthropic, Microsoft, and Open AI.
 - Working on voluntary privacy and security commitments.
 - Office of Management and Budget expected to soon release guidance establishing policies for federal agencies to follow in adopting AI systems.
- SB 313 would enact California AI-ware Act to establish Office of Artificial Intelligence within the Department of Technology.
- City of Boston AI guidance.



Recommendation – AI Content

- Staff recommendation: Draft a set of interim guidelines based on City of Boston's guidance and continue researching reliable ways to identify AI generated content.