

Social Media Policy Update

Office of Communications & Media
September 22, 2025





Background & Timeline

- June 2014 – Board of Supervisors approves County’s first social media policy
- February 2023 -- Office of Communications & Media collaborates with Public Information Officers throughout the County to review and update
- August 2023 – Board of Supervisors approves current social media policy





First Few Years

- Goal was to create consistency for departmental use of social media
 - Guidance on information to post
 - Usage during emergencies
 - Records retention
- Enforcing comment policy:
 - Only removing comments that meet criteria
- Observations and Recommendations



Proposed Changes

- **Direct Messages:** Defining direct messaging and providing departments with the discretion to turn them off;
- **Advertising:** Defining advertising and clarifying that departments should avoid content that could be perceived as endorsements, testimonials, or promotion of political positions;
- **Page Management:** Permitting the use of personal accounts for page management, in compliance with the administrative requirements of most social media platforms;
- **Archiving:** Clarifying that departments should be using archiving tools to capture, store, and manage all social media records; and
- **Comments:** Allowing departments to turn off the comment function at their discretion.



The Use of AI

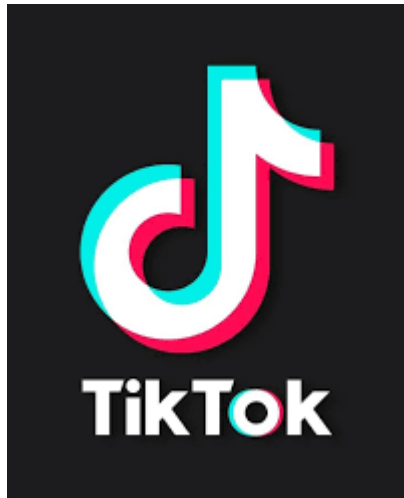
- Broader use policy developed by the County Administrator's Office and DoIT
- Separate but connected
 - Content creation opportunities





Banning Platforms Update

- Internal Operations Committee considerations
 - TikTok for safety and cybersecurity concerns
 - “Divest or ban” – September 17, 2025 compliance deadline





Recommendations

- DEFINE direct messaging and provide departments with the discretion to turn them off;
- DEFINE advertising and CLARIFY that departments should avoid content that could be perceived as endorsements, testimonials, or promotion of political positions;
- PERMIT the use of personal accounts for page management, in compliance with the administrative requirements of most social media platforms;
- CLARIFY that departments should be using archiving tools to capture, store, and manage all social media records to ensure that the County is complying with retention requirements; and
- ALLOW departments to turn off the comment function at their discretion.