New York State Public Health Corps (NYSPHC) Fellowship Program

Mohawk Valley and Southern Tier Regional Consortium

September 25, 2023

Welcome!

Agenda

- Welcome and Introductions

- Presentation from

- Breakout

- Breakout Room Activity

- Program Updates and Reminders

Who We Are

NYS Public Health Corps helps expand public health capacity to support COVID-19 vaccination operations, as well as increase preparedness to respond to future public health emergencies across the state.

The goals of the NYS Public Health Corps are to:

1. Bolster the state's public health infrastructure by mobilizing up to 1,000 Public Health Fellows across the State to provide critical support and services to local health departments

2. Effectively communicate with and educate New Yorkers about key strategies that address public health efforts

3. Facilitate connections among the community level public health stakeholders required to strengthen and sustain public health learning and action partnerships

Who else is here?

- Current NYS Public Health Corps Fellows
- Local Coordinators
- Program Mentors
- Local Health Departments
- Local Public Health Partners
- Institutes of Higher Education (IHEs)

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Introduce Yourself

Please post in the chat:

- Name

- Pronouns

- Role with the Fellowship Program (Fellow, Local Coordinator, LHD staff, local partner, etc.)

- Which county or organization are you representing?

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So You Want to Social?

Practical Getting Started Tips and Creating a Plan

Amanda Hagzan

PRESENTATION

So you want to social?

Practical getting started tips and creating a plan

Prepared For:
NYSPHC Fellowship Program
09/25/2023

▶ List important questions to ask when running a social media brainstorming session.

▶ Identify the key conversations to have prior to using social media for your unit, department or organization

▶ Review the elements of a social media plan and be able to incorporate the results of your brainstorming session into the plan.

1. Scenario: You are in a department staff meeting. We need to be on social media, everyone else is! We are assigning it to you!

2. Scenario: Your unit or department is looking to expand social media to an additional platform(s).

3. Scenario: Someone left the department. It's up to you to manage the social media! How to maintain or increase engagement. Is it working? What can be improved?

1. Why do we want to use social media? What is the value-add?

2. What do we want to tell people and why should they care?

3. Who do we want to tell?

4. Do we have enough to tell them to keep it relevant and fresh?

5. Do we have the time?

6. Do we have the staff resources?

7. Do we have the support?

8. What things have to be in place to get started?

Time to write your social media plan document.

Be very clear on your goal – what is the main purpose of having a social media presences for your unit, department or organization?

Table of Contents

➢Purpose and Goals

➢Platforms Used

➢Key Messages

➢Target Audiences

➢Example Schedule

➢Anticipated Time and Resourcing

➢Roles and Responsibilities

➢Account Security

➢Required Forms & Approvals

Department Logo Here

Social Media Plan
Unit/Department/Division Name

Table of Contents

Table of Contents

Department Logo Here

Purpose and Goals

Use this section to define the purpose of the social media profile(s) and the goal.

Platforms Used
Use this section to list the different social media platforms you are requesting to use. Provide a brief description of each platform and a link to each.

Key Messages

Create a table and provide an overview of 3-6 key messages your new communication platforms will deliver.

Target Audiences

List all of your target audiences and why you want to use the platform to communicate to them.

Example Schedule

Submit a proposal of how frequently you plan to post.

Anticipated Time and Resourcing

Provide a summary about how much of a staff members time will be required to create and post content, and maintain the profile.

Roles and Responsibilities

Define all roles as relates to the social media accounts and what each related responsibility will be.

Account Security
Who requires access to the accounts and what is the plan for account security?

Required Forms and Approvals
Use this section to link to any forms you are required to fill out and submit as well as all approvals.

September 8, 2023   2

Social Media: It's Not a Fad

Dr. Pauline Hoffmann

Break

Breakout Room Activity

Breakout Room Activity

1. Are you involved with social media at work?

2. Do you use social media in your personal life? Which platforms?

3. Do you have ideas for making a successful social media account for your work area?

4. Have you seen any health-related social media accounts that you think are doing it well?

5. Have you encountered any resistance to using social media?

6. Do you have any concerns about using social media?

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Program Updates and Reminders

Please take this short survey! This will help inform professional development sessions that will be held at the annual Fellowship Summit this year.

NYSPHC Training and Resources Website

https://nysphcresources.health.ny.gov/training-resource-center

Feedback Survey

Fellowship Program

Upcoming Events

Check out our latest Podcast!

Training Resource Center Home

About NYSPHC Fellowship

Fellow Training Resources

Mentor Training Resources

Resources by Region

Workgroup & LHD Resources

NYSPHC Events Calendar

NYSPHC LinkedIn Group

If you want to continue the conversation, join the NYSPHC Fellowship Program LinkedIn Group to continue networking and professional development: https://www.linkedin.com/groups/14059709

Please post and share!

New York State Public Health Corps
Fellowship Program
LinkedIn Group

Save the Date: NYSPHC Summit 2023

Tuesday, December 12th & Wednesday, December 13th

Albany Capital Center

"Building Partnerships that Strengthen Public Health: Systems, Infrastructure, Capacity, and Equity"

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Questions?

Regional Consortium Evaluation

- Please complete a short evaluation following today's consortium

- Link is being shared in the chat and will be shared after the meeting

Contact Us:

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Social Media: It's Not a Fad

Dr. Pauline Hoffmann

Social Media Stats Video

- *"We don't have a choice whether we do social media, the question is how well we do it."* Eric Qualman, author, Socialnomics

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Mind-Boggling Social Media Stats

It took radio 38 years to reach 50 million listeners. TV took 13 years to reach 50 million users. The Internet took 4 years to reach 50 million people. In less than 9 months, Facebook added 100 million users (Hird, 2011). TikTok got to 100 million users in 9 months. ChatGPT – 2 months (social media today).

Just over 13% of Facebook users are in North America: more than a third of users are in the Asia-Pacific region (We are social, 2019).

More than 90% of companies use LinkedIn as their primary recruiting tool (Osman, 2019).

The top YouTubers, like PewDiePie and Lily Singh, earn millions of dollars each year (Berg, 2016).

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Mind-Boggling Social Media Stats

Generation X (ages 35 to 49) spend the most time on social media: 6 hours and 58 minutes per week. Millennials (ages 18-34 come in second, spending 6 hours and 19 minutes of their time per week on social networks (We Are Social, 2019).

Two-thirds of Internet users worldwide use social media (Ortiz-Ospina, 2019).

While Facebook dominates in size and penetration worldwide, Instagram dominates in user engagement. Brands see a median engagement rate of 0.09% per Facebook post, in comparison to a 1.60% median engagement rate per post on Instagram (Jackson, 2019).

QQ, WeChat, and ozone, social networks with heavy user bases in Asia, are more popular than Tumblr, Instagram, Twitter, and Pinterest Are (Social, 2019).

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Audiences

- Who do we need to reach?

- How do we reach them?

- Demographics and psychographics.

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Who are We?

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War, Rationing, Fixed-gender roles, Rock 'n' Roll, Nuclear families, Defined gender roles — particularly for women	Cold War, Post-War boom, "Swinging Sixties", Apollo Moon landings, Youth culture, Woodstock, Family-orientated, Rise of the teenager	End of Cold War, Fall of Berlin Wall, Reagan / Gorbachev, Thatcherism, Live Aid, Introduction of first PC, Early mobile technology, Latch-key kids; rising levels of divorce	9/11 terrorist attacks, PlayStation, Social media, Invasion of Iraq, Reality TV, Google Earth, Glastonbury	Economic downturn, Global warming, Global focus, Mobile devices, Energy crisis, Arab Spring, Produce own media, Cloud computing, Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" – entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal Computer	Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held (or integrated into clothing) communication devices
Communication preference	Face-to-face	Face-to-face ideally, but telephone or e-mail if required	Text messaging or e-mail	Online and mobile (text messaging)	Facetime

Other Considerations?

- SES
- Cultures
- Race/Ethnicity
- Geography (rural, suburban, urban)
- Trust
- Other limitations?

The Zones of Social Media and Exemplar Vehicles

Sharing Socializing Conversing

- Twitter
- Facebook
- LinkedIn
- Google Plus

Social Community

Social Publishing

Blogs:
- Blogger
- Technorati

Media sites:
- YouTube
- Picasa
- SmugMug
- SlideShare
- Scribd

Editorial Commercial User-Generated

CRM/Service Retailing/Sales HR

- Facebook
- LivingSocial
- Groupon
- Snipi
- VideoGenie
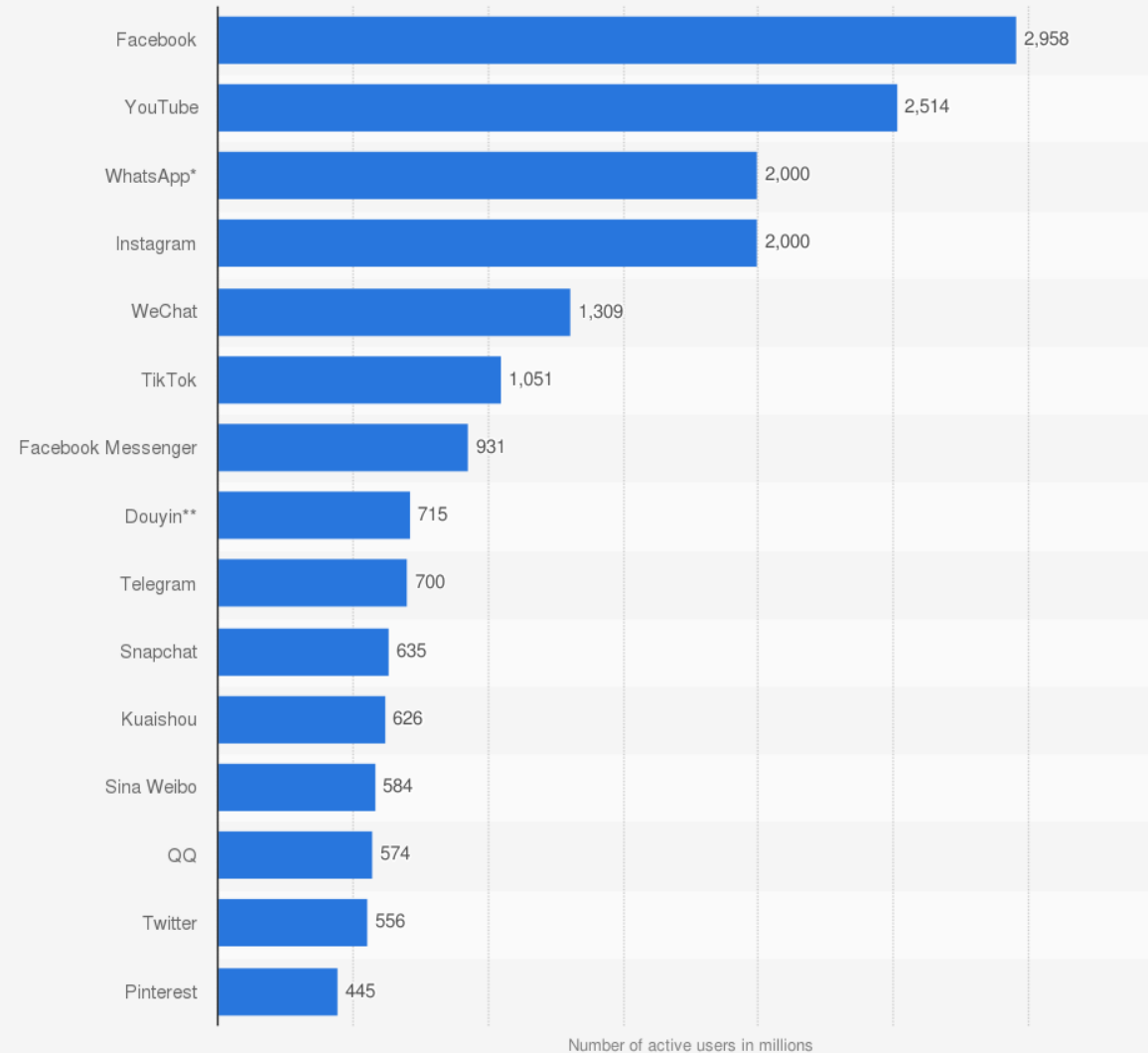- TripAdvisor
- Payvment

Social Commerce

Social Entertainment

- Come2Play
- Second Life
- MySpace
- Zynga
- uGame

Games Music Art

Social Media Marketing 4e | © Tracy L. Tuten 2021 | SAGE Publishing

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Most Popular Networks

Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions)

Network	Users
Facebook	2,958
YouTube	2,514
WhatsApp*	2,000
Instagram	2,000
WeChat	1,309
TikTok	1,051
Facebook Messenger	931
Douyin**	715
Telegram	700
Snapchat	635
Kuaishou	626
Sina Weibo	584
QQ	574
Twitter	556
Pinterest	445

Number of active users in millions

Sources
We Are Social; DataReportal; Meltwater
© Statista 2023

Additional Information:
Worldwide; DataReportal; January 2023; social networks and messenger/chat app/voip included; figures for TikTok does n

Social Media Data

PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES

decor / babies / recipes / wedding / fashion

USERS ARE:
32% MALE
68% FEMALE

291 MILLION ACTIVE USERS

TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION in the US

BUT SPREADING SLOWLY AND STEADILY

7,500 TWEETS HAPPEN EVERY SECOND

326 MILLION ACTIVE USERS

FACEBOOK

SOCIAL SHARING SITE THAT HAS 1.8 BILLION MOBILE USERS

LARGEST OPPORTUNITIES

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 4.75 BILLION PIECES OF CONTENT EACH DAY

2.3 BILLION ACTIVE USERS

INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NIKE

1 BILLION USERS

SNAPCHAT

SOCIAL SHARING APP BUILT AROUND PICTURES VIDEOS & FILTERS

USERS SHARE 9000 IMAGES PER SECOND

BRANDS ARE PARTICIPATING BY SHARING BEHIND THE SCENES CONTENT & PRODUCTS

158 MILLION DAILY ACTIVE USERS

210 MILLION USERS

LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

79% OF USERS ARE 35 OR OLDER

706 MILLION USERS

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Social Media Demographics

THE MOST POPULAR SOCIAL MEDIA PLATFORMS

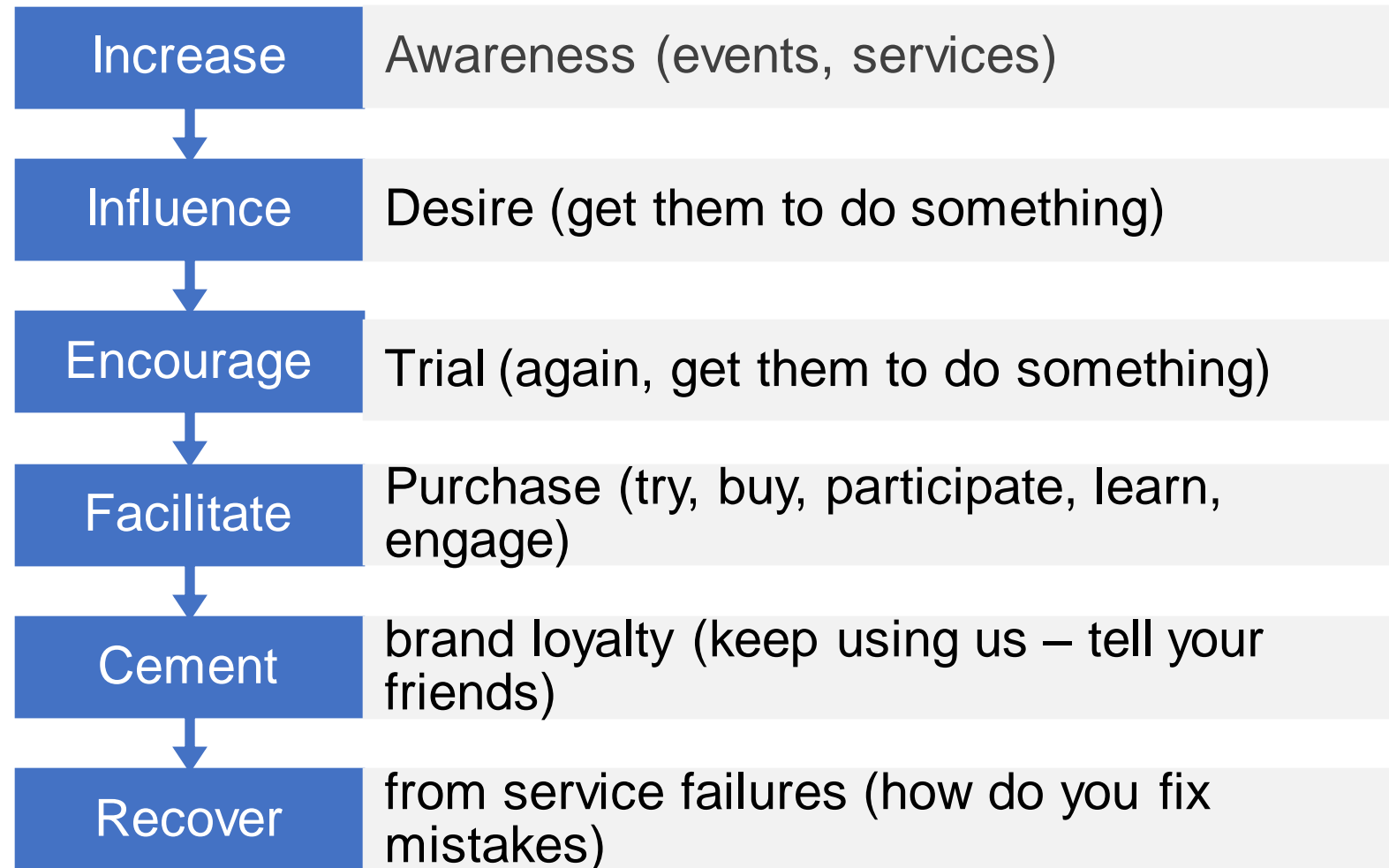|	Facebook	Instagram	Twitter	LinkedIn	TikTok	Snapchat
PEOPLE	• 25-34 • Boomers	• 18-24, 25-34 • Millennials	• 25-34, 35-49 • Educated/wealthy	• 46-55 • Professionals	• 10-19 • Female (60%)	• 13-17, 25-34 • Teens
CONTENT	• Photos & links • Information • Live video	• Inspiration & adventure • Questions/polls	• News • Discussion • Humor	• Long-form content • Core values	• Entertainment • Humor • Challenges	• Silly • Feel-good • Trends
STRATEGIES	• Local marketing • Advertising • Relationship building	• Ecommerce • Organic engagement • Influencer	• Customer service • Ads for males	• B2B • Organic engagement • International	• Influencer marketing	• Video ads • Location-based marketing • App marketing
INDUSTRIES	• Beauty/fitness • Jobs/education • Emplymt/job train • Healthcare • Restaurants • Finance	• Higher ed • Sports teams • Nonprofits • Technology • Consumer goods • Office supplies	• Higher ed • Sports teams • Food & bev • Alcohol • Financial svc • Healthcare communication	• Hospital/health • IT • Construction • Public admin • Retail • Manufacturing	• Entertainment • FM consumer goods • Interior design • Fitness & sports • Beauty, art, fashion, jewelry	• Schools/college • Gyms • Salons • Restaurants • Concerts
EMOTIONS	• Informed • Overwhelmed • Guilty • Curious • Self-conscious • Connected • Entertained • Isolated • Lonely	• Inspired • Entertained • Adventurous • Smart • Flirtatious • Self-conscious • Creative • Playful • Attractive	• Anxious • Isolated • Overwhelmed • Informed • Flirtatious • Lonely • Self-conscious • Guilty • Depressed	• Informed • Smart • Inspired • Celebratory • Connected • Motivated • (Not backed by study)	• Funny • Creative • Informed • Motivated • Practical	• Silly • Creative • Attractive • Adventurous • Flirtatious • Excited • Happy • Playful • Spontaneous
WEAKNESS	• Weak organic reach	• High ad costs	• See above	• Reporting and custom audience	• Least popular for marketing	• Can't build relationships

WordStream by LOCALiQ

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Top Priorities for Business using Social Media Marketing

Social Media Marketing Priorities	% Companies using
Brand awareness and brand building	88.2
New Product introduction	64.7
New customer acquisition	60.1
Brand promotions (e.g. sales, promotions, contests)	59.2
Customer retention	55.5
Customer service	40.8
Employee engagement	35.3
Market research	33.6
Targeting new markets	25.6
Identifying new product opportunities	17.2

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Marketing Objectives and Social Media

Increase	Awareness (events, services)
Influence	Desire (get them to do something)
Encourage	Trial (again, get them to do something)
Facilitate	Purchase (try, buy, participate, learn, engage)
Cement	brand loyalty (keep using us – tell your friends)
Recover	from service failures (how do you fix mistakes)

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The LARA Framework

Listen	to customer conversations
Analyze	conversations
Relate	information within enterprise systems
Act on	customer conversations

How Often and When?

Most common social posting frequency for B2C + B2B brands

	B2B vs B2C	Once a month	Multiple times per month	Once a week	2-3 times per week	4-6 times per week	Every day
Facebook	B2B					✓	
	B2C						✓
YouTube	B2B						✓
	B2C					✓	
Twitter	B2B						✓
	B2C						✓
LinkedIn	B2B					✓	
	B2C					✓	
TikTok	B2B						✓
	B2C					✓	
Instagram	B2B				✓	✓	✓
	B2C					✓	

Karen's quick guide to Post Frequency

Facebook — 2 times per day
Twitter — 20-30 times per day
Instagram — 1-2 times per day
LinkedIn — 1-2 times per day
LinkedIn Company Page — 5 times per week
Pinterest — 1 time per day
Google + — 2 times per day
Periscope — 1 times per day
Facebook Live — 3 times per week

karenyankovich.com

how often to post on social media
*per day unless noted

	low	suggested	high
TikTok	1	3	5
Twitter	3	15	30
LinkedIn	2/wk	1	1
Facebook	3/wk	1	2
Instagram	1	1-2	3
Pinterest	3	10	25

Wondering WHAT to post? Get your FREE Report! at bit.ly/soctypes
Brought to you by LouiseM.com

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How Often and When?

How?

So you have other things to do in your job and you'd like a social life?

- Tools:
  - Loomly
  - Hootsuite
  - Planable
  - Later
  - Buffer
  - Sprout Social

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Sample Calendar

Editorial Calendar

PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NOTES OR DEPENDENCIES
example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.	Serves as one section of a "Why choose Stamats" video to be planned and produced.	
example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).	
example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.	
example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if necess.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.	
example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data; use to create a new report.	
example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images	Concentrated tutorials for small groups (fee based).	
example	Select from list of strategic sites	Post	Blog Commenting	N/A	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	N/A	N/A	
example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar	
example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to Survey Monkey poll allowing readers the opportunity to weigh in.	If enough poll results are received, write mini-report and publish to Facebook and Twitter, eNewsletter.	
example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burberry or other plug-in to add to WordPress.	Share via LinkedIn Group and Twitter.	
example	Select from list of strategic sites	Post	Blog Commenting	N/A	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	N/A	N/A	
example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.	
example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario.	Blog post that's shared on Facebook	

How?

I can draw stick figures.

- Tools:
  - Canva

What Do I Write?

Words are not my friend.

- How do you craft a message?
  - Remember to be mindful of ADA guidelines.
  - What do I write?
  - I still call hashtags the number sign (#)
    - Inflact
    - Toolzu
    - CopyAI
    - Sistrix
- What is important?
  - Society for Health Care Strategy & Market Development Calendar of Health Observances & Recognition Days
  - Other events?
  - Information?
  - Mythbusting?
- Think strategically…
- What about AI?

Engagement and Measurement

Numbers scare me.

- What are you trying to do?
  - Do you allow comments?
  - Do you respond?
  - What do the numbers mean?
    - Shares
    - Likes
    - Comments
    - Views

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Copycat

Mimicry is the highest form of flattery

- Who is doing it well?
    - Philadelphia Health Department
    - Johns Hopkins
    - Unbiased Science
    - Others?

Policies

- Who has access and what access do they have?

- What sorts of things will work?

- AUDIENCE!

- Erie County Health Department shared its social media policy (I will also share). You should develop one and be consistent.

SOCIAL MEDIA POLICY

August 3, 2016

1. Summary

Erie County recognizes the vital importance of engaging online with the public. Erie County is committed to participating and listening in meaningful ways by using social media. Outreach through social media sites is intended to supplement traditional communication methods. Erie County encourages the secure use of social media technology to enhance communication, collaboration and information exchange with the public; and fostering a culture of engagement. Social media tools should be used for only the following purposes:

- To deliver public information and public relations to Erie County residents
- To communicate directly to the public especially during emergencies
- To increase government transparency

This document establishes Erie County-wide social media use policies, protocols and procedures. This policy applies to all Erie County employees, interns, volunteers and contractors performing business on behalf of an Erie County department, agency, or office of elected official. Erie County departments, agencies, or offices of elected officials using social media technology prior to the implementation of this social media policy shall achieve full policy compliance within 90 days of the effective date of this document.

Wherever possible, all Erie County social media sites shall comply with all appropriate existing Erie County policies and standards, including but limited to:

- Erie County IT Policy
- Erie County Personnel Policy

2. Authorized Use

Erie County employees, interns, volunteers and contractors using social media sites for Erie County business must adhere to the following as authorized social media administrators:

- Department heads and/or elected officials are responsible for determining who is authorized to use social media on behalf of the department, agency, or office of elected official.
- All Erie County employees, interns, volunteers and contractors using social media for a department, agency, or office of elected official must register with the Division of Information & Support Services as an approved social media administrator.
- Authorized administrators shall be provided with a copy of Erie County's Social Media Policy and are required to acknowledge their understanding and acceptance of this document with a signature.
- Departments shall only utilize Erie County-approved social media networks detailed in this document for hosting official social media sites.

3. Approved Social Media Sites & Standards

The Erie County Division of Information & Support Services has approved the following social media sites for department, agency, or elected official use:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Instagram

For each approved network, usage standards are included in this document. A department may request review and approval of additional social media networks as needed. Social media networks are subject to change.

Social Media Account Standards

By developing and maintaining social media accounts, Erie County departments, agencies, and offices of elected officials will communicate information directly to their platform followers, alerting them to news and directing them back to the appropriate page on www.erie.gov for more information. Erie County employees, interns, volunteers and contractors who are designated as approved administrators of department, agency, or elected official social media accounts must adhere to the following standards:

- Any new department social media accounts should be created under the supervision of the Erie County Division of Information & Support Services. Only those employees, interns, volunteers or contractors who have been designated as administrators may post on behalf of that department's Facebook account.
- Each department, division, agency, or office of elected official shall have only one Facebook page.
- Erie County departments, agencies, or offices of elected officials must create public facing "pages," not groups or personal accounts. Social media accounts should be designated as "official accounts" and marked as "government" when such option to specify exists.
- Account information, including usernames and passwords, shall be registered with the Erie County Division of Information & Support Services. Changes to usernames and passwords shall be provided to the Erie County Division of Information & Support Services.
- Each department, division, agency, or office of elected officials shall have unique email accounts for each social media account {DEPT}SocialMedia@erie.gov which will be set up and maintained by the Erie County Division of Information & Support Services
- Social media accounts shall serve three primary purposes:
  1. Get information out quickly
  2. Promote Erie County-sponsored events
  3. Refer followers to informational content hosted at www.erie.gov
- Erie County's Comment Policy disclaimer should be included in the description page: "Comments posted to this account will be monitored. Erie County reserves the right to remove inappropriate comments including, but not limited to, those that have obscene language or sexual content, threaten or defame any person or organization, violate the

legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting."

- Departments, agencies, and offices of elected officials should affiliate with other Erie County social media accounts and agencies that the department, agency, or office of elected official may work with. Special attention should be paid that Erie County is not promoting non-profit and for-profit businesses that do not have Erie County contracts or business.
- Add-on applications should not be used unless they serve a government purpose.
- Comply with each platform's user terms and conditions
- Information posted on social media shall conform to the policies and procedures of the department, agency, or office of elected official posting the information. Content shall be relevant, timely and informative.

4. Social Media Use
Erie County's website will remain the primary and predominant source for online information about Erie County. The goal of social media is to give short pieces of news and information and link users back to www.erie.gov.

Department, agency, or offices of elected official social media administrators are responsible for establishing and maintaining content posted to their social media sites. The Division of Information and Support Services will oversee the department, agency, or office of elected official personnel's social media usage. The following standards apply for social media use:

- Employees, interns, volunteers and contractors must not use official Erie County social media sites for political purposes, to conduct private commercial transactions or to engage in private business activities.
- Employees, interns, volunteers and contractors must never use their personal or Erie County email account or password in conjunction with a social media site.
- Account usernames and passwords must be registered with the department head or elected official and the Division of Information & Support Services. Changes to usernames and passwords must be provided to the Erie County Division of Information & Support Services.
- Department heads, elected officials, and the Division of Information & Support Services will monitor social media activity and content daily.

Employees, interns, volunteers and contractors representing Erie County through social media outlets must maintain a high level of ethical conduct and professional decorum. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy. Employees, interns, volunteers and contractors may not publish information on social media sites that include:
- Confidential information
- Copyright violations
- Profanity, racist, sexist or derogatory content or comments
- Partisan political views
- Commercial endorsements or spam

5. Sharing Posts & Links
Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to,

quotes, images, documents, links, etc. Social media content from select partners may be shared. Content from agencies that do business with Erie County is permitted, but content from any agency or business that does not do business with Erie County should not be posted.

Acceptable sources for sharing posts and information:
- Partners in state and federal government
- Non-profit or public organizations that have some relationship to Erie County, usually contractual
- Tourist information, principally from Visit Buffalo Niagara

Unacceptable sources for sharing posts and information:
- Any agency or business that does not work with Erie County government
- Candidate sites or sites advocating a position on Erie County or ballot issues
- Corporate commercial sites
- Individual personal home pages

6. Comment Policy
Any social media accounts should post the following disclaimer to their pages when possible:
"Comments posted to this page will be monitored. Erie County reserves the right to remove inappropriate comments including, but not limited to, those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting."
Social media administrators may choose to reply to comments and engage residents in the same way one would reply to phone or email inquiries. In most cases, it will be appropriate to reply to the resident with contact information for the department that may be able to assist him or her.

7. Video and Images Policy
When posting images to social media, be sure copyright laws are not being violated. Administrators should not simply search the Internet for an image without first obtaining a release to do so because that could violate copyright law. Images should be appropriate to the subject matter being posted about at all times.
- The department must have secured rights to stream the videos by certifying that the video was produced by the department or with written permission for Erie County to host and stream the video.
- Copyright restrictions on graphics must be adhered to and noted when appropriate (i.e., attribution required as specified for any non-public domain/Creative Commons 0 files).
- Video content from sources other than Erie County or Erie County departments may not be embedded on www.erie.gov webpages. Links to external videos are permitted.

8. Oversight
The Division of Information & Support Services reserves the right to remove material that does or appears to:
- Contain anything vulgar, incites violence or is sexually explicit
- Be misleading or false
- Be spam

- Advocate or depict illegal activity
- Target, disparage or discriminate against any ethnic, racial, religious, gender or other type of group
- Contain threats or personal attacks of any kind
- Promote or endorse private business ventures, services or products
- Campaign for public office or promote a political organization or candidate
- Infringe on copyrights or trademarks or intellectual property rights of others
- Be off-topic or otherwise in violation of this social media policy
- Contain computer viruses, code or which otherwise may disrupt, damage or restrict the use of any computer software, hardware or telecommunications equipment

Archiving

Any content maintained in a social media format that is related to County business may be a public record subject to disclosure under the New York Freedom of Information Law (FOIL). Such content must also be retained in accordance with the New York Records Retention and Disposition Schedule CO-2. Designated social media administrators shall routinely, weekly or more frequently as needed, backup and/or extract data from social networking sites as such sites allow. In addition, designated social media administrators, may print and scan or print to pdf, webpages for archiving purposes. All archiving records shall be maintained in a central Department database and accessible to the Department's FOIL officer.

<u>Signatures</u>

As a designated social media administrator for my department, I understand and agree to adhere to the standards outlined in this Erie County Social Media Policy.

_____   _____

Signature   Print name

_____   _____

Department   Job title

_____   _____

Social media sites used   Date