



Legislation Details (With Board Report)

File #: 22-958 **Name:** County of Monterey Social Media Policy & Style Guide

Type: General Agenda Item **Status:** Passed

File created: 10/5/2022 **In control:** Board of Supervisors

On agenda: 10/11/2022 **Final action:** 10/11/2022

Title: a. Approve County of Monterey Social Media Policy & Style Guide pursuant to the County Information Technology Social Media Usage Policy (Policy Number O-70 of the Board Policy Manual).
b. Provide direction to staff as appropriate.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Board Report, 2. Draft Policy, 3. Powerpoint Presentation Item No. 17, 4. Completed Board Order No. 17

Date	Ver.	Action By	Action	Result
10/11/2022	2	Board of Supervisors	approved as amended	Pass

a. Approve County of Monterey Social Media Policy & Style Guide pursuant to the County Information Technology Social Media Usage Policy (Policy Number O-70 of the Board Policy Manual).
b. Provide direction to staff as appropriate.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve County of Monterey Social Media Policy & Style Guide pursuant to the County Information Technology Social Media Usage Policy (Policy Number O-70 of the Board Policy Manual). (or)
- b. Provide direction to staff as appropriate.

SUMMARY:

The Board of Supervisors, upon approving the creation of the County Communications Program, directed staff to develop policies, procedures, guidelines and best practices to create consistent messaging and standards for all external and internal communications. The purpose of this policy is to establish guidelines for County of Monterey management, employees, elected officials, and appointees that support current best practices where it concerns Social Media usage.

DISCUSSION:

Having uniform policies and guideline regarding Social Media usage, is critical in creating an environment of transparency and effective and efficient communications to the residents and stakeholder of the County of Monterey. It also supports the strategic initiatives of the Board of Supervisors modernize the methods and tools the County uses to keep the public informed on matters impacting the quality of life in Monterey County. Implementing this policy is one step in facilitating improved communications with the public the County

serves.

OTHER AGENCY INVOLVEMENT:

County Counsel, County Administrative Office.

Information Technology Department

FINANCING:

There is no impact to the General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Mark a check to the related Board of Supervisors Strategic Initiatives

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

Prepared by:

Nicholas Pasculli, County Communications Director

Approved by:

Nicholas Chiulos, Assistant County Administrative Officer

Attachments:

Draft Policy