



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 22-1033

November 08, 2022

Introduced: 11/1/2022

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Approve County of Monterey Social Media Policy to the County Information Technology Social Media Usage Policy (Policy Number O-70 of the Board Policy Manual).
- b. Present County of Monterey Social Media Style Guide as a supplemental document to be maintained independently from the Social Media Policy.
- c. Provide direction to staff as appropriate.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve County of Monterey Social Media Policy to the County Information Technology Social Media Usage Policy (Policy Number O-70 of the Board Policy Manual).
- b. Present County of Monterey Social Media Style Guide as a supplemental document to be maintained independently from the Social Media Policy.
- c. 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 the policy and supplemental guidelines is to establish best practices 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:

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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:

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Nicholas Pasculli, County Communications Director

Approved by:

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Nicholas Chiulos, Assistant County Administrative Officer

Attachments:

- Draft Policy
- Draft Style Guide, supplemental document
- Draft Social Media Account Request form