



SOCIAL MEDIA USE

County of Orange
County Executive Office
Information Technology

County Approved
Social Media Networks
and Standards



Subject: County Approved Social Media Networks and Standards	Number: SM-003
Approved By: County Executive Office on May 18, 2010	Effective: May 18, 2010 Last Revision: July 26, 2017 Revision No.: 7.0

A. Purpose

Per the County’s social media use policy, agency/department social media technology use is limited to County approved social media networks and associated site usage standards. This document contains the list of County approved social media networks and identifies associated usage standards per network.

Shall a previously approved social media network no longer qualify as a County approved network, qualification will be withdrawn accordingly.

B. Approved Social Media Networks

Table 1.0 contains a list of County approved social media networks that agencies/departments may choose to utilize. Additional social media networks will be considered upon request by an agency/department. New request shall be sent to the CEO Information Technology Department (CEO IT). Upon receipt, requests will be assessed by the County Executive Office and CEO IT for approval. This document will be updated to reflect new or removed networks as needed.

#	Name of Social Network	URL	Risk Assmn’t Date	Apprv’d/ Denied (A/D)	Date Issued	Date Rescinded (if applicable)
1.	Facebook	www.facebook.com	May 18, 2010	A	May 18, 2010	
2.	Twitter	www.twitter.com	May 18, 2010	A	May 18, 2010	
3.	YouTube	www.youtube.com	July 14, 2010	A	July 29, 2010	
4.	Blogger	www.blogger.com	July 14, 2010	A	August 20, 2010	
5.	Flickr	www.flickr.com	July 14, 2010	A	July 29, 2010	
6.	LinkedIn	www.linkedin.com	July 14, 2010	A	July 29, 2010	



#	Name of Social Network	URL	Risk Assmn't Date	Apprv'd/ Denied (A/D)	Date Issued	Date Rescinded (if applicable)
7.	FourSquare	www.foursquare.com	Oct. 1, 2010	D		
8.	WordPress	www.wordpress.com	Oct. 1, 2010	D		
9.	Gowalla	www.gowalla.com	Jan. 19, 2011	D		
10.	Yelp	www.yelp.com	Jan. 19, 2011	A	In-Progress	
11.	Pinterest	www.pinterest.com	Oct. 21, 2013	A	Oct. 28, 2013	
12.	Instagram	www.instagram.com	Feb. 25, 2014	A	March 26, 2014	
13.	Snapchat	www.snapchat.com	July 5, 2017	A	July 5, 2017	
14.	Nextdoor	www.nextdoor.com	July 5, 2017	A	July 5, 2017	
Table 1.0 County Approved Social Media Networks						

C. Network Review and Approval Process

A consistent rating matrix is used to review and rate an individual social networking site's potential risk to the County. Social networks with a rating of 50% or greater are deemed acceptable for County of Orange use and are added to the County's Approved Social Media Network List.

D. Usage Standards

The following standards, per approved social network, have been defined in conjunction with the County's Social Media Use Policies and Guidelines. Options that have not been defined are the discretion of the agency/department. Since non-County owned social network capabilities may change without notice at any time, standard items listed within this document may become outdated. Shall an item become outdated; agencies/departments shall maintain sites that uphold the intent and requirements of the County's Social Media Policy. New or obsolete options shall be reported to CEO IT.

1. Facebook

Facebook is a social networking site commonly used in government to promote activities, programs, projects and events.



Facebook Usage Standards

Standard Item	Standard Setting
1. Account Name	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Type of Page	Facebook accounts shall be setup as "Pages" to allow for greater visibility, customization and measurability
3. Description Type	Facebook accounts shall have a description type of Government
4. Account Password	Shall conform to the County's complex password requirements.
5. Facebook Pages	All OC Facebook pages must contain the following language in a prominent location: "If you are looking for more information about [Full Department Name], please visit [website URL]."
6. Wall Logo/Banner	Shall prominently display Orange County's official seal or Agency/Department/Program/ Campaign Logo
7. Who We Are	Shall display info about the County or agency/department mission on Wall Page that informs the public of the topic and intent of the site.
8. Disclaimer	Shall prominently display (or link to) County social media disclaimer
9. Comments	Comments in general should be turned off. If permitted, the Facebook Wall should display a comment policy box with the County's official comment policy –OR- partial comment policy with link to full policy.
10. Profile Information	Shall NOT contain any profile information such as gender, religion, views, relationship status, political influence, etc.
11. Info Page	Shall contain a link to an official County website or promotional campaign site
12. Applications	Shall only use Facebook provided, or County developed, applications
13. Tags	Shall NOT allow tags
14. Fans Permission	Shall not allow Fans to post video,

Facebook Usage Standards



2. Twitter

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, agencies/ departments communicate information directly to their Twitter followers.

Twitter Usage Standards

Standard Item	Standard Setting
1. Tweets	Tweets shall be relevant, timely and informative with the intention of assisting the agency/department fulfill its mission.
2. Account Password	Shall conform to the County's complex password requirements.
3. Account Name	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
4. User Name	User name shall be the same as the Account Name (item #3)
5. Email	Shall use an email account provided by an agency/department mail system or approved external mailbox that is used for official County business.
6. More Info URL	Shall link to an official County website or program campaign
7. Twitter Bio and/or background image	Bio shall include the following references: <ul style="list-style-type: none"> • County of Orange (Department Name) • "List of followers may be subject to California's Public Records Act" • "View County's Social Media Disclaimer for use of this site (link to www.ocgov.com/social%20media%20disclaimer)"
8. Location	Orange County, Ca
9. Picture	Official County Seal or Agency/Department/Program/Campaign Logo
10. New Follower Emails	Shall be setup to send an e-mail of new followers so that subscriber information can be retained.
11. Direct Text Emails	Shall be setup to receive an e-mail when direct texts are sent to the Twitter account so that this information can be retained.



Standard Item	Standard Setting
12. Following	Shall use discretion on who to follow. As a general rule, should only follow entities that attribute to County business value.

Twitter Usage Standards

3. YouTube

YouTube is a popular social networking website that allows anyone to upload, view and share short videos. Government entities use YouTube to publish government related educational videos, and to publicize strategic and operational matters that are of interest to the public.

YouTube Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.
4. YouTube URL	A YouTube URL shall be assigned so that visitors may link directly to the department's YouTube Channel, bypassing YouTube Homepage advertisement. YouTube does not assign this by default; it must be set. URL name shall identify County Department. Example: www.youtube.com/OCPublicLibraries
5. Channel Name	Channel name shall clearly identify Department Name and its affiliation with the County of Orange in California. Example: OC Public Libraries, County of Orange, Calif
6. Channel Picture	Official County Seal or Agency/Department/Program/Campaign Logo
7. Channel Type	Shall be set to "YouTuber"



Standard Item	Standard Setting
8. Channel Tags	In addition to agency/department specific tags, standard Orange county tags suggested are: County of Orange, Orange County, OCGOV, government
9. Profile Name	At minimum, shall include Agency/Department's full name Example: OC Public Libraries
10. Profile Website	Shall link to official agency/department or campaign website
11. Profile Description (About)	County description of agency/department program.
12. Channel Description (Site Disclaimer and/or Comment Policy)	Description shall include applicable legal references: "The County of Orange welcomes you, please read our Site Disclaimer and Comment Policy. Site Disclaimer: http://egov.ocgov.com/ocgov/Social%20Media%20Disclaimer Comment Policy: The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Orange, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum. Click here to read the County's entire Comment Policy: http://egov.ocgov.com/ocgov/CommentPolicy "
13. Gender	Set to Null (is required during initial account setup, but can be turned off from visitor display under the profile section.)
14. Relationship Status	Set to Null
15. Age	Do not display
16. Hometown	Orange County, California
17. Occupation	Local Government



Standard Item	Standard Setting
18. Notifications from YouTube	<p>For site monitoring and records management purposes, YouTube shall be setup to routinely inform departments of their site’s activity and YouTube Network changes.</p> <ul style="list-style-type: none"> • Configure account to receive immediate notification of site activity. At the time of this write-up, notification settings were located under the following menu items: Account Settings e-mail options send individual e-mails for events. Check ALL options. • Configure account to receive notifications of site subscriptions and YouTube updates as frequently as made available by YouTube. At the time of this write-up, notification settings were located under the following menu items: Account Settings e-mail options Subscriptions and YouTube Updates
19. Custom Homepages and Activity Sharing	In general, site information shall be limited to government or program related links, comments and sharing in compliance with the County’s Appropriateness of Content policy.
20. Mobile Setup	Mobile id shall be shared conservatively and shall be promptly reset when a YouTube mobile author leaves the department.
21. Comments	Comments shall be allowed on a per Video basis and shall require approval before posting.

YouTube Usage Standards

4. Blogger

Blogger is a free blog service from Google used by individuals and businesses to create, publish and maintain one-way or bi-directional blog sites.

Blogger Usage Standards

Standard Item	Standard Setting
1. Username	<p>When possible, user name shall begin with “OC” followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible.</p> <p>Example: “OCJWA”, “OCJohnWayneAirport”, “OCPublicLibraries”, “OCProbation”, “AlertOC”, “Recycle2010”</p>



Standard Item	Standard Setting
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.
4. Blogger URL	<p>A Blogger URL shall be assigned so that visitors may link directly to the department's blog site, bypassing Blogger Homepage advertisement.</p> <p>URL name shall identify County Department.</p> <p>Example: http://ocpubliclibraries.blogspot.com</p>
5. Display Name	Example: OC Public Libraries, County of Orange, Calif
6. Photo URL	Official County Seal or Agency/Department/Program/Campaign Logo
7. Homepage URL	Shall link to official agency/department or campaign website
8. Profile Description (About Me Gadget)	County description of agency/department program.
9. Gadget for Legal Notifications	<p>Each blog page shall have a gadget that displays applicable legal references:</p> <p>"The County of Orange welcomes you, please read our Site Disclaimer and Comment Policy.</p> <p>Site Disclaimer: http://egov.ocgov.com/ocgov/Social%20Media%20Disclaimer</p> <p>Comment Policy: The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Orange, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum. Click here to read the County's entire Comment Policy: http://egov.ocgov.com/ocgov/CommentPolicy"</p>
10. Age	Do not display
11. Hometown	Orange County, California
12. Industry	Government



Standard Item	Standard Setting
13. Blog Content	If comments allowed, blog shall clearly state the discussion topic introduced for comment so that the public is aware of the limited nature of the discussion and that inappropriate and off-topic posts are subject to removal.
14. Comment Form Placement	Shall be set to a full form that prominently displays the County's full comment policy.
15. Comment Moderation	Shall be set to "Always".
16. E-Mail Posting and Mobile Devices	Access to post through these methods shall be granted conservatively. Access shall be promptly reset or adjusted when an author leaves the department.

Blogger Usage Standards

5. Flickr

Flickr is an online photo and video sharing website. Government entities use Flickr because it provides free or low-cost storage capacity for sharing photos.

Flickr Usage Standards

Standard Item	Standard Setting
1. Username	When possible, user name shall begin with "OC" followed by Agency/Department/Program Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as close as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Account Password	Shall conform to the County's complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.
4. Flickr URL	A Flickr URL shall be assigned so that visitors may link directly to the department's Flickr site, bypassing Flickr Homepage advertisement. URL name shall identify County Department. Example: www.flickr.com/photos/ocpubliclibraries



Standard Item	Standard Setting
5. Screen Name	Example: OC Public Libraries, County of Orange, Calif
6. Buddy Icon	Official County Seal or Agency/Department/Program/Campaign Logo
7. Homepage URL	Shall link to official agency/department or campaign website
8. Profile Description	<p>County description of agency/department program.</p> <p>“The County of Orange welcomes you, please read our Site Disclaimer and Comment Policy.</p> <p>Site Disclaimer: http://egov.ocgov.com/ocgov/Social%20Media%20Disclaimer</p> <p>Comment Policy: The purpose of this discussion is to present information relevant to the stated purpose of this site, regarding matters of public interest in the County of Orange, including its many residents, businesses and visitors. We encourage you to submit your comments, but please note this is a moderated online discussion site and not a public forum. Click here to read the County's entire Comment Policy: http://egov.ocgov.com/ocgov/CommentPolicy”</p>
9. Gender	Rather not say
10. Hometown	Orange County, California
11. Occupation	Local Government
12. Privacy Settings (Comments, Tags, Notes)	<p>Who Can Add Comments?: Since Flickr doesn't permit moderated comments, by default, comments shall be turned off and only set on a per photo basis.</p> <p>Who Can Add Notes, Tags and People? Shall be set to “Only You”</p>
13. Comments by Photo	<p>By default, per #12 above, Comments shall be disabled. Comments can be activated on a per photo basis. Upon activation, a link to the County's Comment Policy shall be prominently displayed under the photo description.</p> <p>Additionally, department's that allow comments on a per photo basis, shall provide a link at the bottom of the photo description to the County's Comment Policy.</p> <p>“The County of Orange welcomes your comments. Prior to commenting, please read the County's Comment Policy.”</p>
14. Flickr Notifications	<p>Set account to receive an e-mail immediately when someone leaves a comment or performs some other traceable account activity.</p> <p>At the time of this write-up, account notifications were set under the following menu items. Your Account E-Mails & Notifications Recent Activity E-Mails</p>



Standard Item	Standard Setting
15. Photo License	Check with County Counsel if you are not sure which License option to select.
16. Upload by Email	Access to post through e-mail shall be granted conservatively. Access shall be promptly reset or adjusted when an author leaves the department.

Flickr Usage Standards

6. LinkedIn

LinkedIn is a professional networking site used by businesses and individuals within a wide-variety of industries to exchange professional information, ideas and opportunities. At the time LinkedIn was assessed for use by County Departments, LinkedIn did not provide the capability for a business to create a business presence on LinkedIn, however, this is a future possibility according to LinkedIn’s stated roadmap.

LinkedIn has been added to the County’s approved social network list for limited use by County HR departments. This includes posting County job listings, seeking potential County employee candidates, acquiring industry human resource information.

LinkedIn Usage Standards

Standard Item	Standard Setting
1. Username	Shall identify County Department.
2. Account Password	Shall conform to the County’s complex password requirements.
3. Email	Primary email account shall be set to an agency/department mail system, or an agency/department approved external mailbox that is used for official County business.

LinkedIn Usage Standards

7. Foursquare (not on approved list)

Foursquare is a location based social network that businesses leverage for marketing and advertisement opportunities and to engage and reward customers. Foursquare was not approved as a County Social Media Network Site primarily because it doesn’t offer sufficient controls to comply with the County’s Social Networking Policy.



In general, a department's use of Foursquare as a customer relations/marketing tool would require the department to claim the location or business in Foursquare. As a venue owner, there is limited capability to prominently display the County's disclaimers and there is no capability to remove inappropriate comments shall one be posted. Additionally, without the ability to state a limited purpose or topic for site use, there is concern that a department claimed site could be perceived as a public forum.

8. WordPress (not on approved list)

WordPress is a social network site used for blog pages and small scale websites. WordPress is the second social networking site assessed for blog capability. While the County's goal is to have a standard per social networking category, WordPress was considered because of its industry popularity and because at least one County department was already using it prior to the release of a County Social Media Policy. Upon assessment, WordPress was not approved as a County social networking site, primarily because it lacks sufficient security controls that would protect a County blog site from being hacked.

9. Gowalla (not on approved list)

Gowalla is a location based social network that allows users to "check-in" at particular destinations and to accumulate "stamps" like one receives in a passport for arriving at a particular destination. Users may also leave comments, photos, etc. when they check in. Upon assessment, Gowalla was denied as a County Social Network because it offers limited capability to prominently display the County's disclaimers for department claimed locations and it doesn't give the department the ability to remove inappropriate comments. Additionally, without the ability to state a limited purpose or topic for site use, there is concern that a department claimed site could be perceived as a public forum.

10. Yelp

Yelp "is a website that connects people with great local businesses." Users, or "Yelpers," may post comments and reviews of businesses. To contribute reviews or post comments, users must create a Personal Account or a Business Account. There is a distinction between using Yelp on a Personal Account and a Business Account. Yelp has been approved as a County Social Network for limited use only – specifically, departments may create "personal accounts" but may not create business accounts.

With a personal account, departments will be able to monitor (listen) to what is being said about the department's services as well as post comments intended to clarify misconceptions or promote department services.



A Business Account would allow a County department to create a profile for users to gain information and exchange reviews. Yelp is not approved for business accounts because it offers limited capability to prominently display the County’s disclaimers and no capability to remove inappropriate comments. Additionally, without the ability to state a limited purpose or topic for site use, there is concern that a department claimed site could be perceived as a public forum.

11. Pinterest

Pinterest Usage Standards

Standard Item	Standard Setting
1. Profile: Name	When possible, First Name shall be listed as "OC" followed by Agency/Department/Program Name as Last Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as closely as possible. Example: "OCJWA", "OCJohnWayneAirport", "OCPublicLibraries", "OCProbation", "AlertOC", "Recycle2010"
2. Profile: Picture	Shall prominently display the official County of Orange seal or Agency/Department/Program/Campaign logo.
3. Profile: Username	Username shall be the same as the Profile Name (item #1).
4. Profile: About You	About You section shall include the following references: (1) County of Orange [Agency/Department/Program/Campaign name]; (2) Official Agency/Department/Program/Campaign mission statement; (3) "View County's Social Media Disclaimer and Comment Policy for use of this site at http://ocgov.com/contact/social and http://ocgov.com/contact/comment ."
5. Profile: Location	Location shall be listed as Orange County.
6. Profile: Website	Shall link to official Agency/Department/Program/Campaign website.
7. Account Settings: Basic info	For site and records management purposes, Pinterest account shall be setup to routinely inform designated Agency/Department staff of account activity and Pinterest network changes. Get email notifications shall be turned on (selected as "Yes"). Comments on your pin shall be turned on (selected as "Yes").



Standard Item	Standard Setting
8. Account Settings: Email Notifications	For site and records management purposes, Pinterest account shall be setup to routinely inform designated Agency/Department staff of account activity and Pinterest network changes. Get email notifications shall be turned on (selected as "Yes"). Comments on your pin shall be turned on (selected as "Yes").
9. Account Settings: Social Networks	Pinterest account may be connected to other approved social media sites.
10. Account Password	Shall conform to the County's complex password requirements.
11. Following	Shall use discretion on who to follow. As a general rule, should only follow entities that attribute to County business value.
12. Email Address	Email address associated with account shall be a generic Agency/Department address and not individual user/name specific.

Pinterest Usage Standards

12. Instagram

Instagram is an online photo-sharing, video-sharing and social networking service. It enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services.

Instagram Usage Standards

Standard Item	Standard Setting
1. Profile: Name	When possible, First Name shall be listed as "OC" followed by Agency/Department/Program Name as Last Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as closely as possible Example: "OC JWA," "OC PublicLibraries," "OC Probation," "OCRecycles 2013"
2. Profile: Picture	Shall prominently display the official County of Orange seal or Agency/Department/Program/Campaign logo.
3. Profile: Username	Username shall be the same as the Profile Name (item #1).
4. Profile: Email Address	Email address associated with account shall be a generic Agency/Department address and not individual user/name specific.



Standard Item	Standard Setting
5. Profile: Bio	Bio section shall include the following references: (1) County of Orange [Agency/Department/Program/Campaign name]; (2) Official Agency/Department/Program/Campaign mission statement; (3) "View County's Social Media Disclaimer and Comment Policy for use of this site at http://ocgov.com/contact/social and http://ocgov.com/contact/comment .
6. Profile: Website	Shall link to official Agency/Department/Program/Campaign website.
7. Profile: Sex	Leave Blank.
8. Profile: Phone	Leave Blank.
9. Profile: Post are Private	Set to "OFF". This will allow anyone to view your profile and photos/videos on Instagram.
10. Manage Applications	Instagram account may be connected to other approved social media sites.
11. Account Password	Shall conform to the County's complex password requirements.
12. Following	Shall use discretion on who to follow. As a general rule, should only follow entities that attribute to County business value.

Instagram Usage Standards

13. Snapchat

Snapchat is a social media platform that allows users to share photos, videos and messages. A user can send photo "Snaps," video "Snaps" and messages directly to other users. Recipients then receive a notification, and once they open the content they have received, the photo, video or message will disappear after one to ten seconds. A user can also create a Snapchat "Story" that is posted to a feed, much like Facebook or Instagram. Each Snap sent to the Story stays live for 24 hours before it disappears.



Snapchat Usage Standards

Standard Item	Standard Setting
1. Name	<p>When possible, First Name shall be listed as "OC" followed by Agency/Department/Program Name as Last Name OR shall contain the branding name of an official Agency/Department Campaign. If not possible, name shall reflect the County Agency/Department as closely as possible</p> <p>Example: "OC JWA," "OC PublicLibraries," "OC Probation"</p>
2. Picture	<p>When possible, shall prominently display the official County of Orange seal or Agency/Department/Program/Campaign logo. If Snapchat settings only allow the use of a Bitmoji as a Snapcode picture, then non-elected County departments shall simply use the default Snapcode picture (white ghost) rather than adding a personal Bitmoji. Departments and offices led by elected officials may choose to use a Bitmoji as their Snapcode picture.</p>
3. Username	<p>Username shall be the same as the profile name (item #1).</p>
4. Birthday	<p>Provide a date as your "birthday," which is required to ensure all Snapchat users are over the age of 13. Ensure the "Birthday Party" setting is disabled.</p>
5. Mobile Number	<p>Provide a mobile number, preferably the number of a County-issued mobile device. This is required because Snapchat will send a text message to verify your account.</p>
6. Email	<p>Email address associated with account shall be a generic Agency/Department address and not individual user/name specific.</p>
7. Password	<p>Shall conform to the County's complex password requirements.</p>
8. Notifications	<p>Set to "Ring" to receive notifications.</p>
9. Memories	<p>Enable "Auto-Save Stories" to more easily maintain records of content.</p>
10. Additional Services – Manage - Maps	<p>Disable "Share Usage Data" to disable sharing location and usage data</p>
11. Who Can ... Contact Me	<p>To enable members of the public to contact you, set to "Everyone." To only enable people you have added as "Friends" to contact you, set to "My Friends."</p>
12. Who Can ... View My Story	<p>Set to "Everyone" to ensure maximum reach of your Snapchat content.</p>
13. Adding Friends	<p>Shall use discretion on who to add as "Friends." As a general rule, should only follow add Friends that contribute to County business value.</p>

Snapchat Usage Standards



14. Nextdoor

Nextdoor is a private social network used by communities and neighborhoods to stay connected and share information with one another. Nextdoor allows users to create a safer, more cohesive community by increasing communications about local break-ins and crime, child care services, local neighborhood sales, lost pets or items, and more. Nextdoor provides a forum for neighbors to discuss concerns about their community using their real names and addresses to assure that the connections made are frank and beneficial.

The County-approved use of Nextdoor will involve one overarching County of Orange public agency account, with County departments and offices aligning as part of the overall account. Department/agency PIOs and other designated County employees will then be able to create accounts that will display their name (as an individual), their official job title/department and their affiliation with the County of Orange.

For department/agency PIOs and other designated County employees to join Nextdoor as part of the overarching County of Orange account, individuals will need to email CEO Communications at ceocom@ocgov.com.

Once CEO Communications approves the request, department/agency PIOs and other designated County employees will complete their profiles and activate their accounts by providing the information below.

Nextdoor Usage Standards

Standard Item	Standard Setting
1. Profile: Email	Email address shall be official County-issued email account.
2. Profile: Official Title	Shall display official position title and department name, such as "Public Information Officer, OC Parks"
3. Profile: Name	Shall display individual first and last name
4. Account Password	Shall conform to the County's complex password requirements.
5. Profile: Photo	Shall use official work photo, in County-issued or department-specific uniform, as applicable
6. Profile: Biography	The Biography section may be left blank. If information is provided in the Biography section, it should include work-related background information and fully comply with the County's Appropriateness of Content policy.

Nextdoor Usage Standards



Revision History

Revision No.	Revision Date	Author	Description
V1.0	May 18, 2010	CEO Information Technology	Social Media Policy approved by the Board of Supervisors
V2.0	September 8, 2010	CEO Information Technology	Added YouTube, Blogger and Flickr
V3.0	October 15, 2010	CEO Information Technology	Added WordPress and Foursquare to review list (Denied)
V4.0	January 25, 2011	CEO Information Technology	Added Gowalla and Yelp to review list
V5.0	November 26, 2013	CEO Information Technology	Added Pinterest to review list
V6.0	March 26, 2014	CEO Information Technology	Added Instagram to review list
V7.0	July 26, 2017	CEO Communications	Added Snapchat and Nextdoor to review list as D. 13 and D. 14