

Travis County HHS Procedure Manual

Procedure Number	HHS PR6
Procedure Title	Social Media / Electronic Communication
Key Words	Social, Media, Electronic, Confidentiality
Related County Policy	TC-ITS-128 Social Media Policy; HHSVS PR2 Client Confidentiality and Release of Information Procedure
Submitted by	Travis County HHS Procedures Committee (Corie Cormie, Christinia Kuehn, Jane Prince-Maclean, Stacy Landry, Janine Smith, Samantha Casertano)
Date Submitted	October 3, 2016
Responsible Party	HHS Department Staff

Social media encompasses a broad range of online activity, all of which is trackable and traceable. Social media networks include, but are not limited to, the following:

- Blogs such as Tumblr and Blogger
- Social networks such as Facebook
- Professional networks such as LinkedIn
- Live blogging tools such as Twitter
- Photo and video sharing sites such as Instagram, Pinterest, and YouTube
- Social bookmarking tools such as Digg and Delicious

The following procedure applies when you are using Travis County tools to instant message, text, or email and when you are using the internet as part of your job or for personal social networking that involves Travis County references.

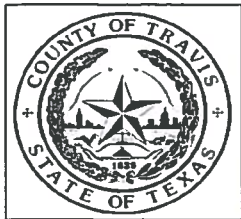
All HHS Employees shall:

- Ensure that any use of professional or departmental related social media is coordinated through Travis County ITS and at the Department Division Director level.
- Change social media account passwords every 120 days.
- Maintain effective electronic communications that are consistent with the Travis County beliefs and workforce standards.
- Follow the 3 R's of Electronic Engagement:
 1. Be clear about whom you are **Representing**;
 2. Take **Responsibility** for ensuring that any references to Travis County are factually correct and do not breach confidentiality; and
 3. Show **Respect** for the individuals and communities with whom/which you interact.
- Remember that the internet is not anonymous. Information is backed up often; posts in one forum are usually replicated in others through trackbacks, reposts, or references.
- Not presume that your activities on the internet are private or your business alone. What you publish on personal on-line sites may be accessible to anyone in Travis County, thus professional conduct is expected at all times.
- Ensure that what you publish on personal online sites should never be attributed to Travis County

EMT Approved: 6/7/17

County Executive Signature:

Sheri E. Fleming



Travis County HHS Procedure Manual

and should not appear to be endorsed by or originated by Travis County.

- Regard all communications as you would in a professional network, if you choose to list your work affiliation on a social network.
- Be personally responsible for any of your online activity conducted with the Travis County email address and/or which can be traced back to the organization's domain and/or activity which uses organization assets.
- Disclose that you are employed by Travis County, and be clear about what department or service you are representing and what your roles and accountabilities are when using Travis County-provided tools.
- Make it clear in any personal posts that you are speaking for *yourself* and **not** on behalf of Travis County or any organization you are a part of.
- Not disclose any PHI (Protected Health Information), confidential or proprietary information about Travis County, its regional partners, customers, clients, affiliates, vendors, or suppliers on any social media or through email, texting or other means of communication.
- Ensure that any personal social media activities do not interfere with work commitments.

Property Rights and Confidentiality

- All electronic information is subject to Travis County review, regulation and open records policy.
- All information created, transmitted, acquired, downloaded, or uploaded via the organization's network and internet or intranet is the property of Travis County. This includes all electronic devices such as phones or computers used for work related purposes. This also includes email, text messages, and anything done on county equipment or anything done on a personal device in your role as a County employee. Email is not guaranteed to be private or confidential.
- Travis County has a right to review and monitor everything on any electronic device including work and personal phones, tablets, and computers and the data on them, ever used for work purposes. (Personal phones are subject to review whether or not you receive a cell phone stipend through the County). This includes data, email and text messages, directories and files, as well as internet usage and any other electronic data, web material or product.

ACKNOWLEDGEMENT STATEMENT

I have read and understand the above procedure and agree to abide by it. I understand that failure to follow Department Procedure may lead to disciplinary action up to and including termination of employment.

Employee Signature

Date

EMT Approved: 6/7/17

County Executive Signature:

Sherril E. Fleming