



Office of the County Executive Social Media Policy

Social Media Platforms. This document constitutes the Office of the County Executive’s Social Media Policy (the “Policy”). As described below, this Policy applies to the following social media platforms:

Institutional County Accounts:

- Facebook: <https://www.facebook.com/aacountygov/>
- Twitter: [@AACountyGovt](https://twitter.com/AACountyGovt)
- Youtube: <https://www.youtube.com/user/AACTVWIR> (Arundel TV)

Official County Executive Accounts:

- Facebook: <https://www.facebook.com/AACoExec/>
- Twitter: [@AACoExec](https://twitter.com/AACoExec)

Purposes.

The Institutional County Social Media Accounts promote and disseminate general information about the county government. This may include promoting the county executive’s initiatives, events, and vision for the county.

The official County Executive Accounts provide similar information, but utilize the county executive’s personal voice and will focus on the county executive’s events, announcements and experiences.

The Office of the County Executive is interested to hear the opinions of Anne Arundel County constituents through all of these platforms. All of these accounts are a forum for discussion with and among users about any topic related to governmental concerns. Vigorous, constructive conversations are encouraged within comments, messages, retweets, and other user communications (“comments”). The Office of the County Executive does not discriminate based on viewpoint, but may remove comments and restrict access to users for violating this policy. The Office of the County Executive reviews comments on all of the county executive’s social media platforms.

All of these accounts are controlled by county staff and fall under the appropriate ethics and Maryland Public Information Act guidelines. None of the county accounts shall be used for electioneering or campaign purposes. The county executive may maintain separate accounts, either personally or managed by campaign staff, that are affiliated with the campaign. Any such accounts shall not be managed by county staff on county time.

Comments.

To facilitate respectful public discussion, comments may be removed if they contain, constitute, or link to:

- o Malicious or harmful software;
- o Advertisements, promotions, or solicitations of a commercial product or service;
- o Confidential, personally identifying, or private information as defined by State law;
- o Offensive or profane language, nudity, indecency, or obscenity;
- o Threats of violence or to public safety;
- o Copyrighted materials in violation of State or federal law;
- o Disruptively repetitive content;
- o Remarks that are clearly unrelated to governmental concerns; or
- o Remarks that are clearly unrelated to the subject matter of the post made on the platform.

Users that make express or implied threats of violence or to public safety may be reported to the appropriate law enforcement authorities for investigation.

Rules.

The following rules apply to the social media platforms:

- Any content removed pursuant to this policy will be retained for one year.
- Users may be temporarily or permanently restricted from accessing social media platform if they repeatedly and consistently violate this policy.
- To contest the restriction of access to a social media platform, the user must submit to the Office of the County Executive at countyexecutive@aacounty.org a written statement providing grounds for reinstatement. Requests shall be responded to in a reasonably timely manner and access shall be restored if it is determined that the grounds for reinstatement are sufficient. A statement that the user will abide by this policy in the future shall be sufficient, except when a user has continued to violate the policy after having made such a statement.
- Users may contact the Office of the County Executive at countyexecutive@aacounty.org at any time to identify comments or other conduct in violation of the policy. Until a comment in violation of the policy is removed, users should ignore it or, if responding, do so in compliance with the policy.
- The Office of the County Executive shall notify the public of any changes to this policy and identify the changes.

User-generated content. The Office of the County Executive monitors the social media platforms but is not responsible for content generated by users on these platforms. A comment is the opinion of the commentator only. Publication of a comment does not necessarily imply endorsement of or agreement by Anne Arundel County or the Office of the County Executive. Comments and content should be understood to be entirely public, and users should not write comments with any information that they consider or would like to keep confidential.