



SOCIAL MEDIA RETENTION POLICY and GUIDELINES

(July 2, 2020)

York County Government recognizes that social media is a current and pervasive means of disseminating information. In light of this pervasive nature, York County will engage in use of social media at its discretion subject to the guidelines/policies listed in the York County Social Media Policy/Disclaimer (posted on York County Social Media sites) and the below social media retention policy.

NOTE: This is an evolving policy and may change with notice to agency staff members.

Quick FAQ

- *Who can use York County Social Media sites?
Only designated staff members who have explicit permission. Specific staff members will be given general authorization to post content to social media and explicit authorization is required for all other staff members to post content.
- *Is it a public record?
Content is considered to be Policy and Program Records and should be retained permanently.
- *How to retain records?
York County will use a third party software to retain Social Media Public Records.
- *How will social media accounts be monitored?
Staff will monitor sites and take action per the York County Social Media Disclaimer and Policy.

Social Media Accounts

York County Government maintains numerous social media accounts. For a listing, please email pio@yorkcountygov.com.

Social Media is NOT a record – but the *Content* is

Social media as used by York County is a means of disseminating information to the public. As such, the ***content*** posted using a social media account is governed under permanent retention, schedule # 12-503.15 for General Correspondence and Subject Files – Policy and Program Records.

Social Media *Content* Preservation

The formatting (look-and-feel) of a social post does not require preservation. However, York County, using a third party software, will capture and manage the retention of *content* posted to accounts. The designated staff member may attempt to retain social media *content* through tools in the archival social media platform itself.

Public Interaction in Social Media (Correspondence)

Social media *content* is governed under permanent retention, schedule # 12-503.15 - General Correspondence and Subject Files-Policy and Program Files. As an intrinsic part of the social media/web2.0 system, comments and discussion on posts are of interest and are public records for retention. Also, York County Government agencies replies are a public record classified as correspondence.

Replies, comments, and posts by the public that are inappropriate, inflammatory, derogatory or malicious may be removed by the appropriate York County staff, per the County's social media policy/disclaimer. However, such comments/pots will be archived. Repeated instances of this nature may result in staff blocking the user. For inquiries or questions, the disclaimer is posted on all York County social media sites providing the public to contact York County if additional information is needed and it is posted on the County's website:

<https://www.yorkcountygov.com/773/Social-Media-Disclaimer-and-Comment-Poli>

Questions or Comments by members of the public regarding the County's policy can be emailed to PIO@yorkcountygov.com.

Public Interaction Retention

York County is responsible for the retention of correspondence related to its social media accounts. The following means of preserving correspondence is acceptable:

- Email is correspondence (direct or routed through social media platform): Preservation of the emails in the account that generated them. This includes both sent and received items.
- Built-in correspondence/messaging: downloaded or copied transcript of the correspondence.
- Utilizing third-party software tools to generate a report of social media correspondence.