

Date _____

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2012	20	20	20	20
Capital Expenditures					
Operating Costs					
External Revenues					
Program Income (County)					
In-Kind Match (County)					
NET FISCAL IMPACT	-00- * See below				
No. ADDITIONAL FTE POSITIONS (Cumulative)					

Is Item Included In Current Budget? Yes _____ No _____
Budget Account No.: Fund _____ Department _____ Unit _____
Object _____ Reporting Category _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

C. Departmental Fiscal Review:

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

* No Fiscal Impact

[Signature]
OFMB
1/11/12

[Signature] 1/11/12
Contract Dev. and Control

B. Legal Sufficiency:

Anne Delmont 1/12/12
Assistant County Attorney

C. Other Department Review:

Department Director

REVISED 9/03
ADM FORM 01

(THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)

TO: ALL COUNTY PERSONNEL
FROM: ROBERT WEISMAN
COUNTY ADMINISTRATOR
PREPARED BY: PUBLIC AFFAIRS DEPARTMENT
SUBJECT: SOCIAL NETWORKING POLICY
PPM#: CW-R-013

ISSUE DATE
September 7, 2011

EFFECTIVE DATE
September 7, 2011

PURPOSE:

To increase public awareness of county government programs, policies and services through social networking and to establish a policy for the appropriate use of social networking as a resource for county departments.

UPDATES:

Future updates to PPM #CW-R-013 will be the responsibility of the director of the Department of Public Affairs.

AUTHORITY:

Florida Statute, Chapter 119;
Florida Statute, Chapter 286; and
CW-R-008 – Internet Use Policy

BACKGROUND:

Social networking serves as a vast source of information and has quickly evolved into a powerful communications tool. Social networking is important to county departments as well as members of the public who wish to obtain information about local government issues, projects and services. Governmental organizations are increasingly using social networking to enhance agency branding, improve the quality of services, and provide additional outlets for sending information. Conversely, unrestricted use of social networking has the potential to adversely affect, rather than enhance productivity.

POLICY:

It is the general policy of Palm Beach County that social networking services are to be used in a responsible, efficient, ethical, and legal manner to support services and programs of Palm Beach County. This policy addresses those specific authorized and restricted uses of social networking when operating County provided equipment and/or access. This PPM further specifies those administrative actions that will be taken in the event an employee, volunteer or contractor is found in violation of this policy.

PROCEDURE:

This PPM is applicable to all Palm Beach County employees as well as volunteers and contractors authorized to use county owned equipment and facilities from any location during working and non-working hours. Use of social networking services for business or non-business use shall be at the discretion of each department director. Do not speak on behalf of the County unless you are authorized to do so. Failure to adhere to this policy and administrative procedures may result in suspension or revocation of social networking access. Willful or intentional misuse may lead to disciplinary action under applicable provisions of the Palm Beach County Merit Rules.

Unacceptable Activities

County employees, volunteers and contractors are specifically prohibited from accessing social networking for the purposes of engaging in the following activities:

1. Receipt and dissemination of sexually explicit, hate-oriented, threatening or illegal information, including offensive jokes or cartoons;
2. Gambling;
3. Promoting or endorsing an outside business venture;
4. Downloading, during normal business hours, streaming video or audio files for amusement or entertainment purposes;
5. Engaging in fund raising efforts or political activities;
6. Violating trademark, copyrighted or intellectual property rights; and
7. Violating the public records act or the sunshine law.

Acceptable Uses for Non-Business Purposes

Limited use of the social networking for non-business purposes may be permitted in accordance with individual department policies. Any usage of social networking for non-business purposes must conform to the following requirements:

1. Use does not include any of the unacceptable activities listed above or in CW-R-008;
2. Use occurs within the employee's, volunteer's or contractor's personal time (i.e. lunch break, scheduled break periods, before and after work, weekends) or flex-time;
3. Use is restricted and scheduled so as not to infringe upon the employee's, volunteer's or contractor's duties and work productivity;
4. Each employee, volunteer or contractor is responsible for the content they publish.

Employees, volunteers and contractors violating the social networking policy are subject to disciplinary action, including termination. Severity of the disciplinary action and/or legal action will depend upon the nature of the offense. The county reserves the right not to publish any posting and can remove postings at any time.

RESPONSIBILITIES:

Primary responsibilities relating to social networking use are outlined below:

Public Affairs shall:

1. Establish the county policy on social networking
2. Establish design standards for social networking accounts (See Attachment 1)

User Departments shall:

1. Authorize access/use of social networking for their employees, volunteers and contractors
2. Establish departmental policy on non-business use of social networking
3. Follow established design standards for social networking accounts
4. Monitor program for compliance
5. Take positive corrective action upon notice of violation
6. Maintain up-to-date public records based on established design standards (See Attachment 1, Legal Standards)



ROBERT WEISMAN
COUNTY ADMINISTRATOR

Supersession History:

PPM# CW-R-013, issued 08/02/10