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|  | **Title**: | SOCIAL MEDIA | | **Policy #** | | PS.1.05 |
| **Division:** | Administration | | **Page:** | | Page 1 of 2 |
| **Coroner Signature:** | |  | **NAME Reference:** | | F2d | |
| **Approved/Revised Date:** | | **02-16-2024** | **IACME Reference:** | | A5e,A6i | |



**PURPOSE:**

To describe the guidelines adopted by the Ada County Coroner’s Office (ACCO) to govern social media communications both of employees while engaging in online conversations as representatives of the ACCO and in non-ACCO social media in which the employee’s affiliation is either known, identified, or presumed.

**POLICY**:

It is the policy of the ACCO to encourage clear and effective communication using a variety of accepted tools, including social media. As with other forms of communication, use of social media must meet tests of credibility, privacy, authority, and accountability.

Neither the ACCO nor Ada County shall assume responsibility or be held liable for the personal content shared through social media by an employee. This policy excludes Constitutionally protected rights to free speech.

**PROCEDURE:**

1. **Representatives of the ACCO**
   1. Authorized personnel engaging in social media communication as representatives the ACCO shall obtain additional authorization from the Coroner, or their designee, for the following:
      1. The creation of a social media presence
      2. Utilizing ACCO seals, logos, emblems and/or photographs
      3. Website and profile design
      4. Communication regarding opinion and case information
2. **Non-ACCO Social Media**
   1. Employees are prohibited from personal social media communications regarding:
      1. ACCO and partnering agency operations
      2. Case information
      3. Decedent information
      4. Confidential information
      5. Protected Health Information (PHI)
      6. Images, photographs, and video obtained while in performance of duty, and without the Coroner’s authorization
      7. Professional misconduct and/or illegal behavior
      8. Violation of state and federally protected rights
      9. Libel, copyright and/or trademark infringement
      10. Misrepresentation of the ACCO
      11. Any communication that erodes confidence in the ACCO
3. **Guidelines**
   1. To ensure security of confidential information, employees shall:
      1. Act responsibly, ethically, and with respect.
      2. Not comment on ACCO matters without authorization from the Coroner.
      3. Not respond to an offensive or negative comment regarding the ACCO.
      4. Assume everything communicated on social media is public, regardless of personal privacy settings.
      5. Address work conflicts with the appropriate personnel.
      6. Adhere to relevant Ada County policy directly applying to the use of social media.
4. **Regulations**
   1. Social media conversations are subject to the associated company’s Terms of Service. Legal implications may occur regarding any and all information disclosed.
   2. Content published on behalf of the ACCO is subject to the laws and regulations governing information storage, retrieval, disclosure, and public information requests.