

RISK MANAGEMENT SERVICE **INTEGRITY**  
**INDEPENDENCE** KANE COUNTY BEST PRACTICES **PUBLIC ACCOUNTABILITY**  
 BOARD ANALYSIS **AUDITOR**  
 FINANCIAL INFORMATION **INNOVATION**

**AUDIT WATCH**  
 April 2013

**Kane County Auditor's Office**

> **Terry Hunt**  
 Kane County Auditor

> **John Harahan**  
 Deputy Auditor

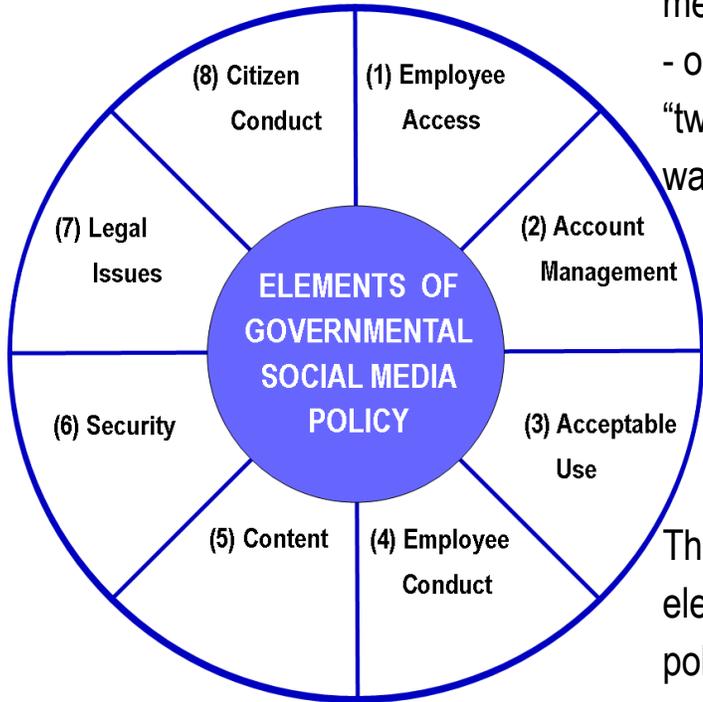
> **Mary Herwaldt**  
 Administrative Officer



**SOCIAL MEDIA vs SOCIAL MEDIA POLICY**



Developing technologies often emerge at such a rapid pace often it can be difficult to know which came first. However unlike the old conundrum regarding the chicken or the egg, there is little doubt when comparing social media and social media policy, the chicken - or in this case the "twitter bird" - certainly was first on the scene.



This logo represents the elements of social media policy as described in the article on page 2 .

**Inside this issue:**

Social Media vs Social Media Policy	1
Social Media Policy for Government	2
Kane County on Facebook	3
Security Breaches	3
ABA Warnings on Social Media	4-5
GFOA Seminar on Social Media etc.	6

## **DESIGNING SOCIAL MEDIA POLICY FOR GOVERNMENT**



In 2010 The Center for Technology in Government conducted a survey on the subject of social media in government. The following article highlights some of the findings and recommendations.

Government agencies are increasingly looking to leverage social media to improve the quality of government services and enable greater citizen engagement. Social media sites, such as Facebook or Twitter, are providing governments with attractive options for meeting these new objectives. They are widely available to government employees and to citizens with Internet access; they have established communities and networks; and they provide a wide range of audio, video, and interactive capabilities without substantial costs.

There are many high profile examples of government agencies engaging social media tools, but for the vast majority of them, these tools are still fairly new and relatively unexplored. The process of adopting new tools and managing the related changes in work processes and policies is not easy for any type of organization. Governments at all levels are starting to put more and more effort into figuring out social media tools that involves exploring new ways of working and shifting communication patterns. It also involves the creation of new policies and guidelines to encourage proper use and to mitigate the risks of social media tools.

Developing a social media policy can be an important first step for those agencies considering social media and can serve as a key enabler for responsibly and effectively leveraging social media tools. Many governments are struggling with what such a policy should encompass. Not surprisingly, given the emergent nature of social media, relatively few U.S. governments actually have a formalized set of policies to guide their own efforts, as well as for others to draw on or learn from. As a consequence, governments are faced with reinterpreting and/or applying old policies that govern the use of the Internet or creating completely new policies.

To help fill the gap the Center for Technology in Government undertook an effort to identify and review as many government social media policies as possible..., and to produce a new resource to guide government social media policy development efforts. The study begins to answer the question, what are the core elements of a government social media policy? Our analysis identified eight essential elements for a social media policy: 1) employee access, 2) account management, 3) acceptable use, 4) employee conduct, 5) content, 6) security, 7) legal issues, and 8) citizen conduct.

## KANE COUNTY OFFICES AND DEPARTMENTS ON FACEBOOK



Kane County has several offices and departments already using Facebook as a communications tool to inform, and interact with citizens. Following is a list of links to those pages.

[Forest Preserve District of Kane County](#)

[Kane County Animal Control](#)

[Kane County Coroner's Office](#)

[Kane County Department of Education and Employment](#)

[Kane County Division of Transportation](#)

[Kane County Health Department](#)

[Kane County Office of Community Reinvestment](#)

[Kane County Office of Emergency Management](#)

[Kane County Regional Office of Education](#)

[Kane County Sheriff's Office](#)

## OTHER ARTICLES OF "INTEREST"



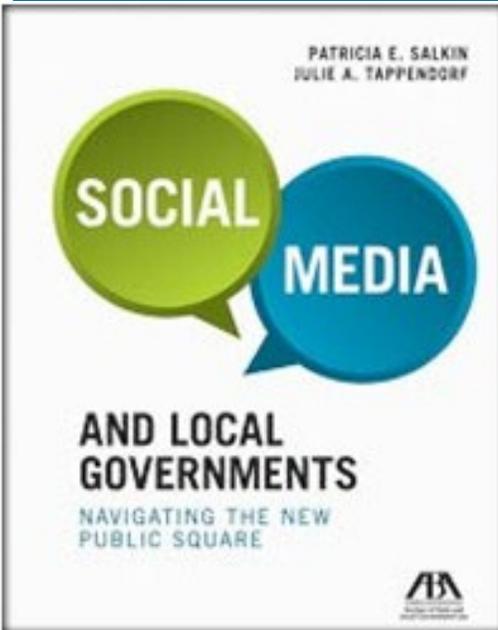
[250,000 User Accounts Attacked in Twitter Security Breach](#)

[Facebook Admits it was Victim of Hackers](#)

[Yahoo Security Breach Shocks Experts](#)

[10 Top Government Data Breaches Of 2012](#)

## **WHEN DIVING INTO SOCIAL MEDIA PROCEED WITH CAUTION**



This recent article was published on March 26, 2013 by the American Bar Association on their website. I have edited it due to space limitations. The entire article can be found by clicking on the social media logo.

When a blizzard descended on Newark, N.J., citizens reached out to Mayor Cory Booker on the social media site Twitter. As he shoveled snow and delivered diapers, the mayor also let followers know there would be no garbage pickup the next day. As a rare and severe ice storm downed power lines around Kentucky, the mayor of Madisonville reached out to his community on Facebook. He posted

status updates to provide instant news on progress to restore electricity and he answered questions publicly on his page as they flooded in. To lure people back to the state, a county in Kansas used LinkedIn and Facebook, promoting new businesses and economic initiatives that former residents might find appealing. Increasingly, state and local governments engage in social media on a much larger scale to reach their citizens.

“My clients love it because [social media] is cheap, essentially free and can provide quick information in a very inexpensive manner,” said Julie Tappendorf. “It’s also great because instead of requiring citizens and community members to come to the website for information, it comes to their door. They’re getting information from the communities where they don’t have to affirmatively go out.”

As a partner at the law firm Ancel Glink [a Chicago-based law firm], Tappendorf advises local governments on a variety of legal issues. It is no surprise that local governments would find value in reaching constituents in this manner, but they must also be aware of how to comply with legal requirements when engaging through social media outlets. While they can be both time-saving and cost-effective communication tools, “we need to advise our clients to be careful and cautious,” Tappendorf said.

## **AMERICAN BAR ASSOCIATION WARNING—CONTINUED**

Legal issues include public forum qualifications from open meeting laws, records retention for the Freedom of Information Act (FOIA), freedom of speech through the First Amendment, privacy issues, copyright concerns and the potential for discrimination.

Based on the interactive nature of social media sites, Tappendorf warned that a Facebook page could trigger a public forum. The requirements vary by state, so she recommends using existing statutes about public access with electronic communication as a guide.

Records retention requirements from FOIA are another concern because the local government entity does not have complete control on content it posts on social media sites. Content can be deleted or manipulated by the social media channel. But Tappendorf says by posting content on their own website and linking to that on social media, government entities can comply with FOIA. .

“Don’t create original content on social media sites,” Tappendorf recommends. “Create on some medium that the [county] has complete control over and reiterate on your social media channels.”

A government website is a one-way communication and classified as government speech. It gets thornier when public services join sites that allow comments. The First Amendment can play a role in whether a [county] can restrict speech through comments that it may not like. While Facebook previously let pages disable the comments function, it is no longer an available option. She notes that governments can stay within the boundaries of the First Amendment by including a disclaimer explicitly stating that obscene and defamatory speech will be removed, similar to the type of speech that can legally be stopped at a public meeting. But opposing views that are critical should not be censored.

Not all citizens have Internet access, or may have a disability that prevents them from using social media. Tappendorf encouraged lawyers to advise government clients that, while cost-effective and easy, social media should be considered a supplement to existing outreach, rather than a substitute.

Because there is little existing law regarding social media and local government compliance, Tappendorf suggested following the standards already set for email and text messages. However, she predicts that “there is no question we will see more litigation about this.”

# GFOA is taking a pro-active stance on Social Media



**Government Finance Officers Association**

## **Citizen Facing Technology: Web Portals, CRM, and Using Social Media**

### **Program Overview**

Local governments continue to adopt social media tools such as Facebook and Twitter to disseminate information and to encourage citizen participation in program offerings. Finance officers need to understand what these tools are and how they are used in order to communicate with their customers both within and external to the organization. This course will provide an overview of these social media tools and citizen relationship technologies, providing participants with the knowledge base necessary to take advantage of these tools in communicating with non-finance staff, citizens, elected officials, and other stakeholders.

### **Seminar Objectives**

- Understand the importance of developing and maintaining social media policies and procedures within your organization.
- Learn how to use social media to help disseminate financial information to staff, communicate information needs and expectations, and help ensure internal compliance with financial policies and procedures.
- Understand how social media tools have been used to effectively communicate finance and budgetary information to elected officials, citizens, vendors, and other external stakeholders.
- Identify where and how social media tools are used throughout the organization and determine how the finance organization can take advantage of existing skills and infrastructure.
- Learn how to identify the resource requirements for social media activities.

### **Faculty**

Please check [www.gfoa.org](http://www.gfoa.org) for the faculty listing of GFOA staff and/or practitioners as it becomes available.

---

### **It's Easy to Participate**

- The GFOA's Internet training is delivered to attendees via a secure website and audio conferencing service.

### **Equipment Needed**

- A computer with a Web browser to view the presentation.
- A phone to hear the presentation. (Speaker phone recommended, but not required.)

### **How It Works**

- Participants will receive e-mailed instructions within two weeks of the program date.
- View materials on secure Internet site.
- Ask questions at any time during the course.
- Test your mastery of the material with interactive exercises.
- Comprehensive PowerPoint presentation supplied for ready reference.

The Audit Watch is a monthly newsletter issued by the Kane County Auditor's Office containing information of interest to county officials, board members and the general public. For a free electronic subscription to the Audit Watch please contact our [Circulation Department](#). You may submit a [Letter to the Editor](#). Any letter may be modified to fit available space. Limited preferred placement advertising space may be available upon request by contacting our [Sales Department](#).