

BOARD OF SUPERVISORS

District 1 | **Stacey Walker**

District 2 | **Ben Rogers**

District 3 | **Brent Oleson**

JEAN OXLEY LINN COUNTY PUBLIC SERVICE CENTER

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CEDAR RAPIDS, IA 52404

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LinnCounty.org



**LINN COUNTY BOARD OF SUPERVISORS
MEETING AGENDA**

Monday, October 14, 2019

10 a.m.

Formal Board Room—Jean Oxley Public Service Center
935 2nd St. SW, Cedar Rapids, IA

Call to Order

Public Comment: Five Minute Limit per Speaker

This comment period is for the public to address topics on today's agenda.

Minutes

Discuss and decide on meeting minutes.

Discuss a proposed Service Agreement between Linn County and Coe College Chemistry Department for water quality sampling and testing services related to the Indian Creek Watershed Soil Health Partnership project.

Marion Airport Overlay Zoning presentation by Tom Treharne, City of Marion Community Development Director.

Discuss and decide on a request from Area Substance Abuse Council (ASAC) for Linn County to serve as fiscal sponsor for, and authorize ASAC to submit, a Byrne Justice Assistance Grant (JAG) Iowa Innovative Programs application.

Discuss bids for Mission of Hope asbestos survey.

Discuss Linn County Social Media Policy and Terms of Use.

Discuss contract for sidewalk replacement between the Harris Building and the off-site parking lot.

Discuss contract for card access controls for the Linn County Community Services Building TI remodel project.

Discuss contract for fire system controls for the Linn County Community Services Building TI remodel project.

Discuss contract for building automation controls for the Linn County Community Services Building TI remodel project.

Discuss contract for card access controls for the Linn County Public Service Center front lobby remodel project.

Discuss contract for building automation controls for the Linn County Public Service Center remodel project.

Public Comment: Five Minute Limit per Speaker

This is an opportunity for the public to address the board on any subject pertaining to board business.

Payroll Authorizations

Discuss and decide on Employment Change Roster (payroll authorizations).

Claims

Discuss and decide on claims.

Correspondence**Appointments****Adjournment**

For questions about meeting accessibility or to request accommodations to attend or to participate in a meeting due to a disability, please contact the Board of Supervisors office at 319-892-5000 or at bd-supervisors@linncounty.org.

SERVICE AGREEMENT

Purpose. This Service Agreement is hereby entered into by Linn County (hereinafter referred to as "County") and Coe College Chemistry Department (hereinafter referred to as the "Service Provider") for the purpose of contracting with the Service Provider for water quality sampling and testing services for the Indian Creek Watershed Soil Health Partnership funded under a Iowa Partners for Conservation grant contract number NR186114XXXXC012 through Iowa NRCS (hereinafter referred to as the "Project").

Scope of Services. The Service Provider will provide the labor, equipment and materials to complete the tasks outlined in the Statement of Work of the Project contract. The tasks include the following:

1. Develop water quality monitoring plans for each practice site identified in the Project.
2. Supply the labor and supplies needed to collect and test water samples for nutrients, sediment and bacteria at those sites for the duration of the Project.
3. Provide quarterly updates for the Project reports the County submits to Iowa NRCS.
4. Generate and submit a final report detailing the work provided and the results of the water monitoring.
5. County shall be billed quarterly for Project expenses as they are incurred.

All provisions and language of the Statement of Work included in the Iowa Partners for Conservation grant contract number NR186114XXXXC012 shall be adhered to as if they were incorporated herein.

Fee. The Service Provider will provide the labor, equipment and materials to complete the water quality monitoring work for the Project at a fee not to exceed **\$24,000.00**. This fee shall include costs associated with preparing and submitting the reports and invoices to complete the Project.

If additional, substantial, unforeseen work needs to be done to properly complete the Project, a written addendum to the Service Agreement shall be signed by both parties stipulating the extra work and related costs.

Effective Dates. The effective starting date for the Service Agreement shall be August 6, 2018. The Service Agreement shall remain in effect until August 1, 2023, or until the completion of the Project.

Termination. This Service Agreement may be terminated by either the County or Service Provider by submitting a written notice of termination to the other party no less than seven days before the end date of this Service Agreement.

COUNTY

SIGNED: _____

Date Signed: _____

SERVICE PROVIDER:

SIGNED: _____

Date Signed: _____



Date: July 9, 2019

To: Shawn Dettmann, Iowa NRCS
Judy Martinson, Iowa NRCS

From: Jonathon Gallagher, Linn County Soil Conservation Department

RE: Grant Award # NR186114XXXXC012
Indian Creek Watershed Soil Health Partnership

As described in our contract, we are requesting prior approval for a contractual arrangement with the Coe College Chemistry Department for water quality monitoring as part of the Soil Health Partnership project. The Coe College Chemistry Department has been a longstanding partner with the Indian Creek Watershed Management Authority (ICWMA) on water monitoring in the watershed. Professor Martin St. Clair has the experience and equipment to provide quality, low cost water sampling and testing for projects like this and he is committed to educating his students about local water quality issues. It is a unique, multi-benefit partnership that the ICWMA is interested in continuing.

For this project, Coe College will work with the Soil Health Coordinator to develop site specific water quality monitoring plans for at least 5 practice sites. Coe College will also supply the labor and supplies needed to collect and test water samples for nutrients, sediment and bacteria at those sites for the duration of the project. The results will be summarized in a report to the ICWMA.

A budget of \$4,800 each year over the 5 year project is included in the Contractual portion of the contract budget. The funds will support the student labor and materials necessary for the monitoring. The contract with Coe College will be structured as fee for service, not-to-exceed \$24,000 for the contract term. See draft service agreement language enclosed.

This contractual arrangement will contribute to meeting two deliverables outlined in the contract on page 5 under section “Expected Accomplishments and Deliverables.”

6. Copies of site specific water quality monitoring plans developed for at least 5 project areas will be provided to the NRCS Technical Contact.
11. A written evaluation of partnership engagement outcomes, soil health conditions, water quality monitoring results, conservation planning efforts and practice adoption will be submitted to ICWMA and the NRCS Technical Contact.

Please let us know at your earliest convenience whether we may proceed with a contractual arrangement with the Coe College Chemistry Department to continue our work on the Soil Health Partnership project. Contact me at jon.gallagher@ia.nacdnet.net



BOARD OF SUPERVISORS LINN COUNTY, IOWA

Title: Social Media		Policy Number:	
Responsible Department: Board of Supervisors Communications			
Revision No:	Approval Date:	Effective Date:	Expiration Date: N/A
Initial Approval Date: BOS Minutes:		Distribution:	

I. PURPOSE & OBJECTIVES

This Social Media Policy (“Policy”) sets guidelines for the establishment and use of social media by Linn County (“County”) as a means of conveying County information to the public. The intended purpose behind the use of Linn County social media sites is to disseminate information from the County, about the County, to the public in a civil and unbiased manner.

This policy also sets guidelines for conduct and social media use by County employees and officials who use social media to interact with customers on behalf of Linn County.

The County’s official website, located at LinnCounty.org, will remain the County’s primary online source for communicating information to the public; however, a social media presence is yet another way government can communicate to the broadest audience of those it serves. Therefore, Linn County will use social media as an additional tool to provide information about the County’s mission, programs, services, activities, events, and brand identity directly to users and to help meet the following objectives:

- Support the County’s mission and strategic outcomes, Core Values, and Customer Satisfaction Policy
- Provide accountability to the public and transparency of government
- Provide accurate and timely information to all audiences
- Communicate news and emergency information
- Establish two-way communication with residents and persons interested in Linn County
- Create additional marketing/promotional channel to increase awareness of County messages, programs, services, activities, achievements, and significant events
- Humanize County government
- Build trust through quality content
- Collect valuable feedback
- Reach additional demographics and diverse audiences
- Create a more informed, engaged, and responsive community

Information posted on County social media sites will supplement, and not replace, required notices and standard methods of communication.

The personal use of social media can have bearing on County personnel in their official capacity. As such, this policy provides information of a simply precautionary nature as well as prohibitions on the use of social media by County personnel.

II. SCOPE

This policy applies to any pre-existing or future social media accounts created by County employees for Linn County business and the terms with which the public is encouraged to interact with the County on social media.

This policy also applies to all full-time, part-time, seasonal, and temporary Linn County employees who report to the Board of Supervisors, employees who report to the Conservation and Public Health Departments, and Linn County advisory board and commission members.

III. EXCEPTIONS

This policy is recommended for use by County elected officials and their departments.

IV. DEFINITIONS

Authorized Agents(s): Users authorized to manage the content on the County social media sites as well as receive content posted to the site by the public. See Appendix C.

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions or comments. The term is short for "Web Log."

Comment: Response to County social media site submitted by the public.

Communications Department: The Communications staff under the Board of Supervisors | Communications division.

Content: Content includes, but is not limited to, information, photographs, videos, and hyperlinks.

Elected or appointed official: For the purpose of this policy, elected and appointed official refers to any person currently elected or appointed to the Linn County Board of Supervisors; or the Offices of the County Attorney, Auditor, Recorder, Sheriff, or Treasurer and their deputies; or a County advisory board or commission.

Follower: An individual or agency who "likes" or follows any County social media page.

Internet: An international network of independent computer systems. The World Wide Web is one of the most recognized means of using the Internet.

Official County website means the website LinnCounty.org that is under the control and management of the Communications Director.

Page: The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.

Photo sharing: The online publishing of photographs with the ability to transfer and share the photos with others.

Post: All-inclusive term to describe a message, announcement, picture, video, or any other form of communication posted on County social media sites.

Profile: Information that a user provides about himself or herself on a social networking site.

Social Media: A form of online communication or publication that allows for multi-directional interaction. Social media includes, but is not limited to, blogs, podcasts, social networks, photograph and video hosting websites, and new technologies as they evolve. This includes, but is not limited to, social networking sites (Facebook, LinkedIn, Nextdoor, Twitter), photo- and video-sharing sites (Flickr, YouTube, and Pinterest), blogs, and news sites (Digg, Reddit).

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

Speech: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.

Tagging: Identification of an individual or organization's profile or page in a post or photo that links the post or photo to the individual or organization's profile or page.

Video sharing: The online publishing of videos with the ability to transfer and share them with others.

V. PROVISIONS

A. General Policy

1. It is the policy of Linn County to ensure that County social media sites are created and maintained for exclusive use by the County in communicating information relevant to the County's purpose and goals; and to document the Terms of Use that govern the usage of the County's social media sites. The County reserves the right to determine what information may and may not be placed on County social media sites.
2. The County's official website LinnCounty.org will remain the County's primary and predominant internet presence for official information.
3. The County will have a "page" in Facebook, not a "group." Facebook pages offer distinct advantages, including greater visibility, customization, and measurability.
4. Content posted to social media sites must contain links directing users back to the County's official website for in-depth information, forms, documents, or online services necessary to conduct business with Linn County when applicable.

5. The County reserves the right to implement or remove any functionality of its social media sites, when deemed appropriate by the Communications Director or their designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a County social media site.
6. County social media sites or equipment may not be used by employees or appointed or elected officials as a platform for private business or charitable activities, commercial or personal transactions, or for any other purpose prohibited by law.
7. Communications made through a social media site will in no way constitute a legal or official notice or comment by or to any official or employee of the County for any purpose. For example, a social media post or comment made by a member of the public related to a request for a permit or absentee ballot request will not be considered by the County. Comments or requests specific to a County license, application, permit, project, etc. should be submitted directly to the appropriate County official, department, or division as indicated at LinnCounty.org.
8. Linn County social media accounts are subject to public records laws. Any content maintained in a social media format that is related to County business, including a list of subscribers and posted communication, is a public record. The Department maintaining the social media account is responsible for responding to any public records request for public records on social media.
9. All social media accounts maintained by the County must adhere to applicable federal, state and local laws, regulations, and County policies including all policies relating to the use of computers and security, electronic communications, workplace discrimination, County records management, and any other applicable County policy or procedure.

B. Requirements for County-Sponsored Social Media

1. Any additional County social media accounts are subject to approval by the Communications Director. Departments must provide specific reasons for the need to have separate social media accounts and how those accounts will be maintained and monitored and describe how they will not detract from Linn County's unified brand identity. If approved, the Communications Director will periodically review each account. Accounts that do not meet the County's intended goals and objectives may be subject to removal at the direction of the Communications Department.
2. County social media accounts must make clear that they are maintained by Linn County. Linn County approved logo or branding must be used on all County social media accounts to confirm authenticity of the site. Each County social media account must identify the County name, state, and department. The social media account must also state that it is the "official" account for the department or County.
3. Only designated staff members (authorized agents) shall have access to post content to County social media accounts. Department directors or their designee are responsible for designating which employees are authorized to post on their department's behalf and for maintaining a current list of authorized agents for their

department and for providing a current list of authorized agents to the Communications Director. See Appendix C.

4. Departments that maintain their own social media accounts are responsible for creating and maintaining timely and accurate information or content thereby helping to advance the County's vision, mission, and goals and inform and educate the public about County programs, services, activities, and events.
5. Replies to posts and monitoring accounts will be done during normal working hours; exceptions may include emergency situations, weather-related events, or special events occurring outside normal business hours. Every effort should be made to reply to comments or questions within 24 hours (during the standard work week) when a response is warranted.
6. When responding to comments on social media, the name of the page should be used to respond to comments. When appropriate, direct the comment to the County's website or provide a department phone number and/or staff member number and email to contact for more information.
7. Social media accounts should state that the opinions expressed by visitors to the page(s) do not necessarily reflect the opinions of the County or the department, that comments will be monitored, and that content posted or submitted for posting is subject to public disclosure.
8. Authorized agents will limit the number of posts, photo albums, and status updates each day. See Guidelines established by the Communications Department for guidance. In the event of a severe weather event, crisis, or emergency, County social media accounts may post as many updates as warranted.

C. Content Standards

1. All content posted to County social media accounts must be County-specific; or support a Linn County departmental, divisional, or program initiative, service, or responsibility; or support an organization or event that Linn County partners with, funds, or sponsors.
2. The County shall not violate any trademark or copyright laws by ensuring it has full permission or rights to any content before it is posted by the County, including photographs, videos, and music. Contact the Communications Department with questions.
3. Content written will be a reflection of the County voice and not an individual employee. Do not use "I" language. Use of "We" and "Our" language is encouraged to meet Linn County's goal of a personalized and conversational tone on social media.
4. Postings must contain information that is freely available to the public and not be confidential as defined by any County policy or state or federal law.

5. Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
6. Linn County has no control over content, commercial advertisements, or other postings produced by the social media site that appear on the Linn County social media account as part of the site's environment.

D. Professional Use of Social Media

1. Employees representing Linn County on the County's social media accounts must conduct themselves professionally and in accordance with this policy at all times as representatives of the County. Employees who fail to conduct themselves in an appropriate manner shall be subject to discipline according to County policy up to and including termination of employment.
2. Employees are responsible for any content they publish on any social media site.
3. County social media accounts may not be used by any County employee or representative for the purpose of expressing personal views.
4. Hourly employees should not work on social media after hours without prior approval. This is considered overtime, and failure to obtain prior authorization may be cause for corrective action.
5. If an employee makes a factual mistake on a County's social media account, they should correct it as soon as possible. Corrections should be upfront and timely. Do not try to "hide" corrections, as someone may have seen the incorrect information and may be acting upon it.
6. Authorized agents for Linn County's social media accounts and their department director or designee must sign the Social Media Policy Acknowledgement and Authorization Form (Appendix C). Department directors/designees are responsible for providing the Communications Director with the signed Acknowledgement and Authorization Form.

E. Personal Use of Social Media

1. The County recognizes that many individual employees use social media outlets for their own personal use. This policy does not extend to individual employees accounts, except that employees may be subject to disciplinary action for internet postings that could impair the public's confidence in the operation of County government or the performance of the individual employee.
2. Personal accounts may not be designed in such a way as to cause users to believe the account is County-administered or endorsed by the County, including unauthorized use of County logos.
3. Employees should consider whether statements they publish may be construed as expressing official Linn County positions and whether or not such statements are

accurate representations. If an employee possesses leadership responsibilities or chooses to identify themselves as a Linn County employee when conducting personal social media activities, employees should ensure that personal communications represent personal opinion and not the opinion of Linn County. To ensure an employee's personal communications are not wrongfully attributed to Linn County, employees may post a disclaimer such as:

- a. Twitter bio: Tweets are my own.
 - b. Facebook or blog bio: Postings on this site are my own opinion and do not reflect or represent the opinions of Linn County, for which I work.
4. Whether or not you specify on your personal social media accounts that you work for Linn County, your employment with the County is public record. Whenever you discuss issues online, whether in a personal or professional capacity, it is possible your comments can be tied back to your employment with Linn County.
 5. Employees and appointed and elected officials have a First Amendment Constitutional right to comment on matters of public concern. However, comments may not violate the County's harassment or discrimination policies.
 6. While personal pages are your property, information posted online is never truly confidential. There is no expectation of privacy to items posted on the internet to any site and for any reason. Employees will be responsible for their own comments.
 7. Connections with County-administered accounts are permitted. Employees and appointed and elected officials can like and share events and postings to promote the County.
 8. Posting confidential or legally protected information learned through employment with Linn County on personal social media pages is grounds for immediate termination and may subject the poster to state and federal law liability.
 9. Posting of HIPAA protected information is not permitted.
 10. Employees may not use social media to engage in libelous, defamatory, obscene, or maliciously false behavior directed at the County, County departments, elected officials, appointed officials, other employees, or members of the public. Postings of this nature could be subject to discipline.
 11. Employees should not speak on behalf of the County using their personal social media accounts.
 12. This policy does not govern personal use of social media during work hours as this behavior is addressed in the County's Electronic Media Policy and Personal Use of Computers Policy.
 13. Employees are discouraged from posting to personal accounts while using the Linn County network or Linn County-owned equipment.

14. When violations of these guidelines occur, the County reserves the right to exercise judgment in determining the appropriate level of discipline by reviewing each incident on a case-by-case basis. Failure to follow this Social Media Policy may result in disciplinary action up to and including termination.
15. Nothing in this policy shall be interpreted or applied as limiting an employee's right to engage in speech protected by the United States and Iowa Constitutions or as limiting the right to engage in protected concerted activity, including employee discussion regarding the terms and conditions of employment, the employee right to make a complaint of discrimination or other workplace misconduct, or to express an opinion on a matter of public concern.
16. Social media is not a forum to articulate work environment complaints. All applicable work-related complaints must originate with the department manager or the Linn County Human Resources Department.

F. Comment Policy

1. As a public entity, Linn County must abide by certain standards to serve all its constituents in a civil and unbiased manner. Linn County requires that all posts to its social media pages must adhere to the individual platform's Community Standards Rules and expressly reserves the right to remove or block submissions that contain:
 - a. Profane, vulgar, or obscene content;
 - b. Content that promotes, fosters, or perpetuates discrimination on the basis of sex, color, race, religion, national origin, age, physical or mental disability, sexual orientation, gender identity, veteran or any other protected group status;
 - c. Sexual content or links to sexual content (other than educational);
 - d. Personal attacks or defamatory comments;
 - e. Threats to any person or organization;
 - f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - g. Solicitation of commerce and advertisements;
 - h. Conduct or encouragement of illegal activity;
 - i. Information that may tend to compromise the safety and security of the public or public systems;
 - j. Content that violates a legal ownership interest, such as a copyright or trademark, of any party;
 - k. Harassment or content which constitutes and/or facilitates stalking;

- I. Content which violates the right to privacy or contains confidential information; or
 - m. Encouragement of violence.
2. The County reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law after consultation with the Communications Department and Civil Division of the Linn County Attorney's Office. Any County department that removes content based on this policy or laws will complete the Content Removal Tracking Form found in Appendix B that captures the time, date, and identity of the poster, when available. The department removing the content is responsible for retaining the removed content in accordance with the County's policy on the retention of such information. Departments must also submit a completed copy of the Content Removal Tracking Form to the Communications Director.
3. When a person's comment is removed, the County should post a reason for removing the comment (i.e. "A comment to this post was removed because it promoted discrimination of a protected class. This is in violation of the County's comment policy.").
4. Although Linn County encourages posts and comments on social media sites managed by the County, the sites are **limited public forums** and are moderated by County staff. The County reserves the right to deactivate the comment feature on County-affiliated social media sites, where applicable, at any time without prior notice.
5. A comment posted by a member of the public on any Linn County social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by Linn County, nor do such comments necessarily reflect the opinions or policies of Linn County.
6. All comments posted to any Linn County social media site are bound by the site's Terms of Service/Policies and Linn County reserves the right to report any violation of a site's Terms of Service/Policies with the intent of the platform taking appropriate and reasonable responsive action.
7. All users must adhere to applicable federal, state and local laws, regulations and policies.
8. See Appendix A for guidance on when and how County authorized agents should respond to comments.

G. Elected Officials and Officials Appointed to County Boards, Commissions, and Committees:

1. For the purpose of this policy, the term "elected and appointed official" refers to any person currently elected or appointed to the Linn County Board of Supervisors; or the Offices of the County Attorney, Auditor, Recorder, Sheriff, or Treasurer and their deputies; or a County advisory board or commission.

2. Officials interacting with any of the County's social media sites must comply with applicable federal, state, and local laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, the Open Records law, First Amendment, and privacy laws.
3. Elected and appointed officials are representatives of the County and should conduct all communications on social media in a professional manner.
4. Elected and appointed officials must exercise caution in using personal or professional social media profiles or pages to discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the County (or any commission, board, or committee of the County), as such responses may create a "meeting" in violation of the Open Meetings law.
5. Adding to a post or comment that would create a quorum of the group you represent should be strictly avoided. (If the comment or posting requires official review it should be handled before the group during a public meeting.)
6. Elected officials should not use social media as a mechanism for conducting official County business other than to communicate informally with the public.
7. Elected officials should be sure that efforts to be transparent do not result in sharing non-public information related to employees, personnel data, medical information, claims or lawsuits, or other non-public or confidential information.
8. To help prevent errors and liability issues, officials are encouraged to ask the appropriate staff person or department to post official County documents (i.e., an ordinance recently passed by the Board of Supervisors), rather than summarizing such documents themselves. If an elected official makes a mistake, it should be corrected as soon as the official is made aware of the error. Corrections should be upfront and as timely as possible. If you modify an earlier post, make it clear the posting has been corrected. Consider designating corrections with "Fixed link" or "Fact correction" prior to the correction.
9. Elected and appointed officials who choose to have a social media page or profile that identifies their office, should include the verbiage "Content on this site does not represent any official position of Linn County, only that of (NAME) in (THEIR) personal capacity."
10. County staff will not set-up or administer a County-run social media account for an elected official.

H. External Links, "Following" of Other Accounts and Sharing Posts

1. It is the County's policy to limit external links and the entities either "liked" or "followed" to:
 - a. Other government agencies;

- b. Elected officials;
 - c. Local and national media sites;
 - d. Links to corporate or company sites that provide web-based automated solutions specifically designed for use by the County and/or the public through the County website;
 - e. Nonprofit and nonpartisan organizations related to the County mission or functions;
 - f. Organizations in a direct contractual relationship with the County, that receive funding in the form of either monetary or in-kind contribution from the County;
 - g. Links that support the County or an individual department's mission to meet the cultural, educational, health, safety, welfare, or informational needs of followers;
2. County social media accounts shall only share pages/links/posts or tag other social media profiles when:
 - a. The content is from another government agency; or
 - b. The page/link/post is from an organization that the County is collaborating with or funds and the content is related to that specific collaboration; or
 - c. The page/link/post contains reference to Linn County; or
 - d. The page link post is from a media source and the topic supports Linn County's mission or function.

I. Accessibility

1. It is the County's goal to provide maximum access for all users of the County's social media sites. Departments using social media will use reasonable efforts to ensure that persons with disabilities may have access to Linn County's social media presence. If the Communications Department learns that a social media provider offers an accessible tool, the department will identify that alternate version on the County's website to inform users that the tool is available.

J. Accuracy and Timeliness

1. Linn County will make every effort to ensure the accuracy of information provided on the County's social media pages. However, several factors that are beyond the County's control (including unauthorized modification of electronic data, transmission errors, browser incompatibilities, cached information, or other aspects of electronic

communication in an evolving and time sensitive environment) can affect the quality of the information displayed on the site.

2. The County's timeliness about posts and responses to comments may also vary based on staff availability.

K. Disclaimer

1. County social media accounts will include a link to Linn County's Social Media Sites Terms of Use.
2. When space is permitted, a disclaimer that includes some or all of the following language will also be posted on the social media account:
3. Linn County social media pages are informational in nature and are not designed to handle official requests or notices from the public. All requests and notices to Linn County must be made through the applicable County department.
4. Do NOT report emergencies on any County social media sites. County social media sites are not monitored 24 hours a day, seven days a week. In case of an emergency, dial 911.
5. By using this site, you agree to abide by Linn County's comment policy and Terms of Use. Please note that comments will be monitored by County staff during the County's normal business hours to ensure that posted comments are suitable for all readers while respecting a range of opinions and points of view. We will reply to comments in a timely manner when a response is appropriate. We reserve the right to hide or delete comments that violate the Terms of Use. Any content posted or submitted for posting is subject to public disclosure.
6. The opinions expressed by visitors to the page(s) do not necessarily reflect the opinions of the County or any individual department. Linn County does not endorse any product, service, company, or organization advertising on social media. The ads that appear on social media platforms are sold, posted, and maintained by the individual corporations.

L. Social Media Sites Terms of Use

1. A link to the County's social media sites Terms of Use must be posted on all County social media sites.

Appendix A

Responding to Comments

In cases where comments are automatically posted, the authorized agent (staff member) responsible for the page must monitor the site and respond in a timely manner when appropriate.

Guidance on When/How to Respond to Comments:

If the person has a question – Respond in a timely manner with information or point them back to the County’s website or appropriate resource. Chances are, if one resident has a question, others may be interested in the answer as well. You may ask them to contact you offline when appropriate (when it is a private issue, when the issue is one in which there is little or no interest by others, etc.).

If the person has a complaint – If inaccurate, politely correct inaccuracies. When a general complaint and when deemed appropriate, thank them for sharing feedback and direction that may be needed. If it is regarding a personal matter, reply that you would like to address the issue offline and provide contact information.

If things get negative – Acknowledge the commenter’s complaint and invite them to contact a specific person at Linn County for an offline discussion. Example: “We’re sorry you’re having this problem, and we want to help. Please reach out to (insert specific staff person’s name) at firstname.lastname@linncounty.org or 319-XXX-XXXX.” This shows your followers that you are responding. Providing contact information for a specific person says Linn County sincerely wants to discuss and/or resolve the issue. It is not appropriate to engage in arguments with members of the public who may be critical of your department or the County. It may be appropriate to direct the commenter to a customer satisfaction survey if the department uses such surveys.

If the person leaves a general comment, like “This is a great project” or “We look forward to completion of the project,” a response or “Like” is recommended. Positive comments are then pushed to the top for other users to see.

If the person is looking to begin a debate, take the conversation offline. Do not debate them on the site. It is ok to correct inaccuracies and to provide evidence to support information, but avoid debates.

Staff may use their discretion when responding to a post that may be considered passive aggressive, antagonistic, posts previously answered or posts that have multiple comments that need addressed. Staff may choose to respond, or no response may be required, depending on the nature of the post.

When in doubt on how to respond to a comment, please contact the Communications Department for guidance.

Appendix B

CONTENT REMOVAL TRACKING FORM: ARCHIVE REMOVAL OF INFORMATION FROM SOCIAL MEDIA SITES

Today's Date: _____

Date comment was posted: _____

Date comment was removed: _____

Employee who removed the comment: _____

Social media account removed from: _____

Reason for removing the comment: _____

Which comment policy does the comment violate: _____

Attach screen shot of conversation or post or insert image below:

DRAFT

Appendix C

Social Media Policy Acknowledgement and Authorization Form

Linn County departments that have social media accounts may authorize staff to post and manage content on the Department's social media account(s). These staff members are known as Authorized Agents in Linn County's Social Media Policy. The selection and number of Authorized Agents is determined by the Department Director or designee.

Authorization

I hereby give approval for Employee _____ (print employee name here) to serve as an Authorized Agent for the following Linn County social media account(s):

_____.

I have read Linn County's Social Media Policy and Terms of Use and have provided Employee a copy of the Social Media Policy and Terms of Use.

By signing this document, I am stating that I have read and understand Linn County's Social Media Policy and Terms of Use and agree to abide by them.

The Department Head or Designee must return this signed form to the Communications Director.

Department Name

Department Head or Designee

Date

Employee / Authorized Agent

Date



Linn County Social Media Sites Terms of Use

Linn County (County) maintains a social media presence to serve as a mechanism for communication between Linn County and the public regarding County news, programs, services, activities, events, and public safety information.

Please know that all messages sent or received by Linn County officials and employees in connection with official County business are public records subject to disclosure under the Iowa Open Records law. By posting or commenting on any social media site used by the County, users are making a conscious choice to disclose information about themselves, including potentially identifiable characteristics to the public.

The following Terms of Use apply to all social media sites ("site" or collectively "sites") for Linn County and all of its departments, divisions, and programs (collectively "County"). The County reserves the right to revise, change, modify, or remove portions or all of these Terms of Use with or without prior notice to you, the user/visitor ("user"). Any updates or changes to the Terms of Use will be posted here and linked to all the County's sites. Your use of the site (e.g. posting comments, liking posts, liking pages, viewing content, etc.) will be deemed acceptance of the Terms of Use. If you disagree with any part of these Terms of Use, please do not use any County site and immediately exit the County site you are currently accessing.

Limited Public Forum

All social media sites used by Linn County are designated as Limited Public Forums. The County welcomes a person's right to express his/her opinion and encourages posters to keep comments relevant to the topic in question. Posting of any content on any social media site used by the County, by any visitor, follower, subscriber or fan, constitutes acceptance of the Terms of Use described here in this policy.

For purposes of this policy, a social media site is the website or app offered to the public to provide audio, video, still-photo or written communication between other members of the public and/or representatives of certain groups, businesses, organizations, or departments. Examples of social media sites include Facebook, Twitter, YouTube, Instagram, Nextdoor, LinkedIn, website blogs with commenting capabilities, and forums.

The definition of content as used in this policy refers to any written copy, photos, graphics, videos, live-video streams, comments, or any form of communicative content exchanged between parties.

Official Requests or Emergency Requests for Assistance

Linn County social media pages are informational in nature and are not designed to handle official requests or notices from the public. All requests and notices to Linn County must be made through the applicable County department.

Do NOT report emergencies on any County social media sites. County social media sites are not monitored 24 hours a day, seven days a week. In case of an emergency, dial 911.

Moderation of Content / Rules for Commenting

The County seeks to maintain an environment on its social media sites which is relevant, civil, and appropriate for all ages. When applicable, the County uses platform-provided content moderation/filtering options to limit foul or obscene content. County social media accounts are monitored for compliance with Community Standards Rules listed below. Content that deviates from the Community Standards will be removed without prior notice, and as soon as possible.

Linn County requires that all posts to its social media pages must adhere to the individual platform's **Community Standards Rules** and expressly reserves the right to remove or block submissions that contain:

- Profane, vulgar, or obscene content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of sex, color, race, religion, national origin, age, physical or mental disability, sexual orientation, gender identity, veteran or any other protected group status;
- Sexual content or links to sexual content (other than educational);
- Personal attacks or defamatory comments;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Solicitation of commerce and advertisements;
- Conduct or encouragement of illegal activity;
- Information that may tend to compromise the safety and security of the public or public systems;
- Content that violates a legal ownership interest, such as a copyright or trademark, of any party;
- Harassment or content which constitutes and/or facilitates stalking;
- Content which violates the right to privacy or contains confidential information; or
- Encouragement of violence.

External Links

The provision of direct links should not be construed as an endorsement or sponsorship of these external sites, their content, or their hosts. The County specifically disavows legal responsibility for what a user may find on another site, whether or not operated by the County. The views and opinions of the authors of documents published on or linked to the County's social media accounts do not necessarily state or reflect the opinion, policy, or position of the County.

Linn County is not responsible for the content, quality, accuracy or completeness of any offsite materials referenced by or linked through the County's social media accounts. By using the County's social networking sites, the user acknowledges and accepts the risk of injury or damage from viewing, hearing, downloading, or storing such materials rests entirely with the user. Furthermore, the County is not responsible for any materials stored on other social networking sites or websites, nor is it liable for any inaccurate, defamatory, offensive, or illegal materials found on other social networking sites or websites.

The County does not endorse any content, viewpoint, products, or services linked from its social networking sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability, or timeliness of such information. The County does not warrant the accuracy or reliability of or endorse any products or service providers listed or linked to its site.

Third Party Terms and Control

The County neither owns nor controls the third-party platforms which host its social media sites in addition to these Terms of Use. The County cannot control the removal of comments associated with removed posts.

Disclaimer

The County's social media sites are not monitored around the clock. All information provided by the County on its social media sites is on an "as-is" basis. If you need an official source of information about the County, please contact the relevant County department. The County disclaims any liability for advertisements, videos, promoted content, or comments accessible from any external websites. Any inclusion of external content or comments on the County's social media sites does not imply endorsement of, or agreement by the County, nor do such posts or comments reflect the opinions or policies of the County. All posts and comments on the County's sites by the public are the opinion of that commenter. Users participate at their own risk, taking personal responsibility for their comments, usernames, and any information placed on the site by such user.

Elected Officials

Unless expressly stated otherwise, all comments by Linn County elected/appointed officials to a third party's social media page is their personal opinion and not the opinion of Linn County.

User Privacy

Users shall have no right to privacy on the County's social media sites. County social media sites are subject to the Iowa Open Records law and records retention requirements as established by applicable law and County policies. Any content posted on a County social media site may be a public record subject to public disclosure, as are their lists of followers (i.e. the individuals who "like" or show support of a user's comment or post).

License to Reuse Posts and Comments

By posting or commenting on a County social media site, you are granting the County and its affiliates, officers, employees, consultants, and representatives a worldwide, irrevocable, non-exclusive, royalty-free license to use, adapt, copy, distribute, transmit, publicly display, translate, and reformat your comment in any existing or future media. You additionally agree that the County may publish or otherwise disclose your name or username in connection with your post or comment.

Accessibility

It is the County's goal to provide maximum access for all users of the County's social media sites. Departments using social media will use reasonable efforts to ensure that persons with disabilities may have access to Linn County's social media presence. If the Communications Department learns that a social media provider offers an accessible tool, the department will identify that alternate version on the County's website to inform users that the tool is available.

Termination of Site

The County reserves the right to terminate any County social media site at any time without notice.