


SOLANO COUNTY CALIFORNIA PROBATION DEPARTMENT	POLICY NUMBER: 518	EFFECTIVE DATE: October 1, 2018
	SUPERSEDES: NEW POLICY	
APPROVED BY:  CHIEF PROBATION OFFICER	TITLE: Social Media Policy	

1. **Policy** Social media provides a potentially valuable means of assisting the Department and its personnel in meeting the needs of the community by highlighting information on the services and programs offered by the Department. This policy identifies how social media will be used for official Department purposes.
2. **Definitions**
 - A. **A better Way (ABW):** A comprehensive foster and adoption services agency, providing community training, parent advocacy, and behavioral health services to youth and families at risk or involved with the foster care and juvenile justice system.
 - B. **Blog:** A self-published diary or commentary on a topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log".
 - C. **Center for Positive Change (CPC):** An outpatient adult treatment program which provides multiple correctional interventions and services to referred clients who have been placed on Probation Supervision.
 - D. **Collaborative Courts:** Collaborative Courts combine judicial supervision with rehabilitation services that are rigorously monitored and focused on recover to reduce recidivism and improve offender outcomes. Examples of collaborative courts include Veteran's Treatment Court, Drug Court, and Mental Health Court.
 - E. **Five Keys:** Community based school that serves the public. Their goal is to restore communities through education. Support is provided with respect to students who want to obtain their high school diploma, general education diploma (GED), etc.
 - F. **Healthright 360 (HR360):** Provides outpatient substance use disorder treatment to youth and adults in Solano County.
 - G. **Juvenile Detention Facility (JDF):** A secure residential facility for youth.
 - H. **Leaders in Community Alternatives (LCA):** A provider of criminal justice programs and services. LCA offerings include adult and youth programs, such as community service learning, tutoring, transportation, electronic monitoring with GPS tracking and services to support re-entry into society.
 - I. **Motivation Interviewing (MI):** A goal-oriented, client-centered communication style for eliciting behavior change by helping clients to explore and resolve ambivalence.
 - J. **Page:** The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
 - K. **Post:** Content an individual shares on social media site or the act of publishing content on a site.
 - L. **Probation Enforcement Search Team (PEST):** Conducts sex-offender registry operations, home searches, DUI operations and collaborates with other law enforcement agencies at community events.
 - M. **Profile:** Information that a user provides about himself or herself on a social networking site.

- N. **Quality Assurance (QA):** A supportive and strength-based practice designed to not only identify and correct deviation from evidence-based practices, it promotes staff excellence and proficiency in the delivery of those practices. QA offers continuous professional development by giving staff the opportunity to learn, practice and be coached to a high level of expertise.
- O. **Resource Family Approval (RFA):** A statewide foster caregiver approval process for all caregivers (related and no-related). Once the approval process is completed and approved, the resource family may choose to provide care on a short- or long-term basis.
- P. **Site Administrator:** Person(s) responsible for establishing social media sites and setting parameters in which the sites are operated.
- Q. **Social Media:** A category of Internet-based resources that integrates user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook), microblogging sites (Twitter, Nixle), photograph and video recording sharing sites (Flickr, Instagram, Snapchat, YouTube), wikis (Wikipedia), blogs and news sites (Digg, Reddit).
- R. **Social Media Webmaster:** Person(s) responsible for the day to day postings of content to a specific social media site and monitoring of content on that social media site.
- S. **Social Networks:** Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.
- T. **Speech:** Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.
- U. **Web 2.0:** The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
- V. **Wiki:** Web page(s) that can be edited collaboratively.
- W. **Youth Achievement Center:** An outpatient youth treatment program which provides multiple correctional interventions and services to referred youth who have been placed on Probation Supervision.

3. **Role of Social Media Webmaster:**

- A. Ensure the posting is in accordance to the Department's mission, vision, and goal
- B. Ensure the picture/video uploaded is relevant to the posting and is appropriate
- C. Fix any glaring typos
- D. Create a new post
- E. Copy and paste the write-up
- F. Add the link, if provided
- G. Add the photo or video, if provided
- H. Insert any key words (hashtags) requested
- I. Boost the post in accordance with the ad plan/request
- J. Post job fairs and recruitments

4. **Official Organization Use**

- A. All agency social media sites or pages shall be reviewed and approved by the Chief Probation Officer or his/her designee before the page becomes active and shall be monitored by the site administrator or as otherwise determined.
 - (1) Department social media pages shall be intended for the general public, and include an introductory statement that clearly specifies the purpose and scope of the agency's presence on the website. This includes a link to the official Solano County Probation Department website and agency contact information.

- (2) The Department page(s) shall be designed for target audiences(s) such as youth and community members.
 - (3) Social media may be utilized for purposes of updating the public on community events and Department highlights.
 - (4) Social media may be used for posting of employment and volunteer opportunities as a recruitment tool. *add link to Department website <http://www.solanocounty.com/depts/probation/default.asp>
- B. Social media content is subject to the Public Records Act, the Brown Act, Juvenile Standing Order No. 2016-001-JV, Adult Standing Order No. 2006-Misc. 8679, and will be managed in compliance with Solano County Administrative Policies General Orders (P-501) and Employee Conduct (P-502).
 - C. The Department will not utilize the option for public posting and comments at this time.
 - D. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.
 - E. Examples of Official Uses
 - (1) Client graduation ceremonies (CPC, YAC, collaborative courts, high school)
 - (2) JDF/Challenge program events
 - (3) Job fairs
 - (4) Probation Enforcement Search Team (PEST) operations; Joint law enforcement activities.
 - (5) Staff highlights and awards
 - (6) Community Resources (adult, youth, family)
 - (7) Resource Family Approval recruitments
 - (8) Department program information
 - (9) Data on programs
 - (10) Department hours of operation and office closures
 - (11) Success Stories
 - (12) Employee wellness

5. **Confidentiality**

- A. Safety concerns and confidentiality should be considered when posting information related to Department events, PEST operations, graduation ceremonies, and staff highlights and awards.
- B. The Social Media Webmaster will make every effort to contact staff prior to their picture being posted.
- C. Staff should understand that their picture could be inadvertently displayed on the social media page of another agency (i.e. law enforcement).
- D. Staff can contact the social media webmaster to have their picture removed from the Department's social media page, if necessary.

6. **Exceptions** Any exceptions to the provisions set forth in this policy shall require prior written approval from the Chief Probation Officer.