



## Social Media Policy (Public Relations and Marketing)



### Policy

**Purpose:** To establish guidelines and practices for the use and management of the Westchester County Department of Parks, Recreation and Conservation's (PRC) social media including establishing general standards for public participation. PRC recognizes the importance of social media technology and developed this policy to:

- Define the responsible use of social media by PRC employees
- Establish the minimum requirements and provide best practices for the use of social media by PRC employees in their professional and personal capacities; and
- Help make PRC more accountable and transparent to the public

**Policy Statement:** This policy statement will be made available on social media sites and the PRC web page. Read the **PRC Social Media Policy** below:

The purpose of the PRC social media presence is to provide information concerning PRC to Westchester County residents. Social media is also used as a way for the department to communicate with constituents. A social networking presence has become a powerful tool to create, connect, and collaborate online. The platforms are used to disseminate a variety of information including events, announcements, educational information, employment opportunities and facility updates. This policy is not meant to address one particular form of social media, but rather social media in general, as advances in technology will occur and new tools will emerge. PRC social media tools should be used to:

- Deliver public information and customer service to constituents
- Advance PRC goals such as raising awareness and foot traffic of our parks, programs and events
- Communicate directly to the public

PRC does not tolerate the use of vulgar language or inappropriate comments. Comments of such nature will be deleted or hidden by the Program Administrator, Sales and Marketing. The accounts are not managed 24 hours a day and PRC is not responsible for comments that are inappropriate or offensive during a non-monitored timeframe.

Comments, media, or other information posted to or displayed on any platform are subject to monitoring and review at any time. Users have no expectation of privacy or confidentiality with respect to any content they post to the PRC social media. This includes any information made available through a user's privacy setting on his or her own social media.

PRC will not edit or otherwise modify any content posted by a user on any social media platform where PRC is unable to disable the comment functioning. PRC encourages a free and open dialog where people of differing opinions can come together in a civil way and converse. However, know that content posted on our social media pages will be deleted if it includes:

- Libelous, slanderous, inflammatory or defamatory comments
- Vulgar, racist or sexist slurs
- Obscenities

- Comments pertaining to violence
- Incorrect information
- Comments that are not relevant to the topic
- A user who is misrepresenting themselves

Employees are ambassadors of PRC at all times and will abide by the following:

- Postings or Stories - do not post anything during work hours. Employees cannot post wearing uniforms, identification cards or department logos whether on or off duty when on county property.
- Work Matters - refer them to supervisors and do not post about them on social media.
- Exception to Policy - employees given official approval to use social media in the promotion of our parks, events and services.

### **How social media is issued in Community Relations:**

The Westchester County Department of Parks, Recreation and Conservation (PRC) manages and operates seven social media channels, which act as another vehicle of communication with our constituents:

- Facebook
- Instagram
- X (Formerly Twitter)
- TikTok
- YouTube
- LinkedIn
- Threads

The above channels are managed by the Program Administrator, Sales and Marketing, who oversees and approves all content shared.

Events, programs, news updates, park features and additional content are shared to the social media platforms daily. Through the posts, constituents comment and ask questions. These are answered in a timely manner by the Program Administrator to ensure our constituents have accurate and factual information. If additional information is needed, constituents are directed to email us directly through our general email address to make sure the concern is raised to the appropriate contact and answered.

Additionally, constituents frequently direct message (DM) the accounts with questions, concerns and feedback. Depending on the subject matter, the DM is answered on the platform, if it needs to be raised to other contacts, the constituent is given the general email address so it can be addressed appropriately and that those who need to be made aware of the issue are in the know.

### **How social media is issued in Marketing:**

PRC manages and operates seven social media channels, which are used to market events and programs:

- Facebook
- Instagram
- X (Formerly Twitter)
- TikTok
- YouTube
- LinkedIn
- Threads

The above channels are managed by the Program Administrator, Sales and Marketing, who oversees and approves all content shared.

Specific content is created for various events and programs the department deploys. Each social media channel targets a

different age group, so content is tailored to each channel in order to receive the best outcome.

Paid social marketing is also utilized for select events and programs put on by PRC. This allows for us to target specific audiences to serve our content to and cast a wider net to those who don't follow us on social media. This tactic not only allows for us to sell tickets to events, but gain new fans and followers.

Last Review: October 2023

Last Updated: