



Social media account creators must obtain their Deputy County Administrator's approval prior to sending account creation requests to the Chief Information Officer (IST) and the Communications and Media Director. Creators must also demonstrate site need and qualified staff resources are available; which includes staff monitoring comments to remove inappropriate content. The Communications and Media Director shall assist in determining whether the social media site or tool is appropriate. If a site is approved, social media creators must provide any applicable terms of use to the County Attorney's office for review and approval before the site is created. Communications and Media maintain an approved [social media account inventory](#) on the County's website.

Once the social media site is created, IST must be provided the website address, site creation date, and the content manager name. The content manager creates or approves social media communications and is responsible for reviewing responses on the account. IST must also be contacted if the site has any major updates or if the site is removed. Although, it will be the ultimate responsibility of the social media creator and content manager to maintain the content of any site, the Communications and Media Department will periodically review content to determine that consistent messages are being conveyed countywide. Communications and Media and IST serve as the content manager for the County's principal sites.

Once a social media account is live, the corresponding user must ensure that they are following County policy. This includes social media training, displaying the County's comments policy, linking to the County's principal sites, and having at least one backup for administrative login information for each account. Authorization and monitoring procedures help ensure messaging consistency across multiple County social media channels.

## **OBJECTIVES, SCOPE & METHODOLOGY**

### **Objectives:**

Search social media for County-managed content to compare with approved County social media channels and evaluate departments' compliance with IST Policy 7-10 Social Media.

### **Scope:**

Our special project covered FY19 through the current operating environment.

### **Methodology:**

Our methodology included:

- Verifying Departments' social media presence agrees with County's authorized social media account inventory.
- Determining if departments have a separate social media policy.
- Verifying employee training is provided to those charged with social media account management.
- Evaluating user access for social media pages.
- Evaluating completeness of County's authorized social media account inventory by:
  - Performing independent internet searches for additional sites.
  - Confirming social media presence with departments.

We conducted this special project as a performance audit in accordance with generally accepted government auditing standards. Those standards require that we plan and perform the audit to obtain sufficient, appropriate evidence to provide a reasonable basis for our findings and conclusions based on our audit objectives. We believe that the evidence obtained provides a reasonable basis for our findings and conclusions based on our audit objectives. Sandra Fuentes, Staff Auditor, and Chelsey Brown, Intern, performed the audit work. Chesterfield County Internal Audit is a department within the organization of Chesterfield County/Schools.

**FINDINGS**

Approximately 20% of Chesterfield County departments have social media presence. These nine departments have a total of 55 approved social media accounts listed on the main government webpage, with two additional accounts for related organizations. Accounts by platform type are provided below:

Social Media Platform Types	Number of Accounts
Facebook	21
Instagram	10
Twitter	21
YouTube	5
<b>Total</b>	<b>57</b>

Internal Audit surveyed department directors for these accounts to:

- Identify employees charged with social media account access and management.
- Identify social media account back-ups for administrative login information.
- Confirm County policy compliance for required employee social media training.
- Provide their department level social media policy (if any).

Departments compiled with County requirements with minimal exceptions.

Additionally, we tested if the County Comments Policy was disclosed to users as required for these accounts. We found 33 of 57 (58%) social media accounts did not display County Comments Policy. Certain social media channels limit information that can be displayed which may have contributed to several accounts not displaying County Comments Policy. An additional fourgr accounts contained broken links to the County Comments Policy page.

We performed an independent search to identify if there were additional social media accounts not included on the approved County listing. No unapproved accounts were found.

Internal Audit requested confirmation from 35 County departments without known social media presence to verify they did not have accounts. We were able to determine that all 35 did not have a social media presence by direct department response or by our independent search for sites.

Subsequent to testing, we learned that Communications and Media and IST departments are currently updating the policy. Planned changes will address streamlining the social media account creation workflow and management processes. Other topics include updating required training, posting requirements, and the practice of hosting County-related organizations.

### **RECOMMENDATION(S):**

We recommend:

1. Communications and Media and IST coordinate with departments to ensure all accounts are linked or display to the County Comments policy where possible.
2. Communications and Media and IST coordinate to finalize policy update, including protocols for hosting County-related organizations.
3. Consider transferring policy ownership from IST to Communications and Media.

### **MANAGEMENT'S RESPONSE(S):**

1. *Concur. Digital Media Coordinator, (currently vacant), is responsible for implementing by September 30, 2020. This is dependent on when this position is filled. We have just reclassified a position to a Digital Media Coordinator to maintain the county's social media platforms and other responsibilities. Since this position has not yet been advertised, we will not have anyone until the first quarter of 2020 to fully fill this role. Also, they will need time to learn their position and their first priority will be to oversee the platforms controlled by the Department of Communications and Media.*
2. *Concur. Digital Media Coordinator, (currently vacant), is responsible for implementing by September 30, 2020. We have just reclassified a position to a Digital Media Coordinator to maintain the county's social media platforms and other responsibilities. Since this position has not yet been advertised, we will not have anyone until the first quarter of 2020 to fully fill this role. Also, they will need time to learn their position and their first priority will be to oversee the platforms controlled by the Department of Communications and Media.*
3. *Concur. Digital Media Coordinator, (currently vacant), is responsible for implementing by January 1, 2021. Communications and Media and IST departments are currently updating the policy. During update process the Department Directors will consider best department(s) for policy responsibility going forward and incorporate in the update accordingly.*

### **CLOSING**

We appreciate the cooperation and assistance received from various County departments throughout this audit.

Copy: Susan Pollard, Communications and Media Director  
Sandy Graham, IST Information Security Manager  
Barry Condrey, IST Chief Information Officer  
Scott Zaremba, Deputy County Administrator  
Matt Harris, Deputy County Administrator