



Public Social Media Guidelines

Guilford County welcomes you and your comments to its social media websites.

The County uses social media to interact with our residents, businesses, and visitors about important public issues. We want to engage in an open and respectful dialogue. Please note these are moderated online discussion sites and subject to NC Public Records Laws, and e-discovery laws and policies.

Public Record and Disclosure for County Social Media Sites

Employees of Guilford County communicate via these social media websites. Consequently, any communication via these sites (whether by County employee or the general public) may be subject to monitoring and disclosure to third parties. Relevant Guilford County and NC Public Records retention schedules apply to social networking content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using the approved County platforms and tools.

The County reserves the right to delete unacceptable submissions. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive.

Examples are:

- Profane or obscene language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
- Solicitations of commerce;
- Infringement on copyrights or trademarks;
- Confidential or non-public information; and
- False and misleading information.

Opinions and comments expressed on social media sites do not reflect the opinions and position of Guilford County government, its officers, and employees. If you have any questions concerning the operation of moderated discussion sites, please contact the Communications Manager at 336-641-2809.

Rules of Engagement

To help us accomplish our goal of information sharing and open and respectful dialogue we ask that you abide by the following guidelines:

- Open conversation – no personal issues or complaints about County personnel. This page is not intended to circumvent regular communication channels for sharing personal issues and concerns, including personnel matters and citizen concerns. Comments regarding a personal issue with the County, a specific department or staff member will be removed.
- Be respectful. Personal attacks or comments that are deemed offensive to any member of our community will not be tolerated. Inappropriate remarks and profanity will be removed.
- Want to boost your product sales? Running for a political office? Best to publish a personal Facebook page, and leave ours for sharing news and insights about County government, services provided by our departments and activities.
- Stay on topic. This is a page dedicated to the citizens of Guilford County. Let's keep the conversation related to our County, factual information posted and activities. Comments of all kinds are welcome so long as they directly relate to our County, departments and activities.
- Have a question for a specific employee? Contact them directly. Citizens should not expect responses to every question or comment posted on this page.
- Be aware of the mission. The mission of Guilford County is to provide quality service to our citizens. Please be certain that your comments and posts are appropriate for a public environment and citizens of all ages.
- Be factual. Blatantly inaccurate information will not be allowed. False information will be removed and factual information will be posted.
- Employees of Guilford County may have personal Facebook pages. Don't be surprised or offended if your request to "friend" them is ignored. We strongly encourage staff to keep their personal lives personal.
- This page is yours and we want you to feel comfortable sharing your views about Guilford County, services provided by our departments or activities. However, abuse of the above guidelines can lead to removal of a specific posting or the blocking/removal from our page.