

**CORRECTIONS TO BE MADE TO
FEBRUARY 9, 2016, JEFFERSON COUNTY BOARD MEETING MINUTES**

Pages numbered 248 thru 278:

The footer at the bottom of these pages should read Tuesday, February 9, 2016 not February 8

Page 249:

Line 14 – Delete the following: (as of 10/31/15)

Line 38 – Delete the following: Institutional Capital Management/; insert the word Investments after DANA so it will read as follows: DANA Investments

Page 250:

Line 1 – Delete the 5 in 2015 and insert a 6

Line 2 – Delete the 5 in 2015 and insert a 6; delete ICM/; Delete (as of 10/31/15); insert Investments so it reads 2016 Interest – DANA Investments

Line 3 thru 7 – Delete the 5 in 2015 and insert a 6

Line 9 – Insert an s at the end of communication

Page 253:

Line 11, column 7 – Delete 276.66 and insert 276.55

Page 256:

Line 7, column 7 – Delete 68.50 and insert 68.80

Page 258:

Line 24, column 7 – Delete 167.60 and insert 167.50

Page 260:

Line 20 – Delete **COUNTY BOARD PER DIEM COST**

Page 261:

Line 1 – Insert the following heading centered over the table of figures below it:

COUNTY BOARD PER DIEM COST

Page 262:

Line 12 – Indent the line as first sentence of paragraph

Line 49 – Delete the period after Babcock

Page 264:

Line 17 – Delete manufactures and insert manufacturers

Page 265:

Lines 29 and 30 – Line 30 should follow the last word in line 29

Line 31 – Insert the following after the word traffic: , and

Page 267:

Lines 40 thru 43 – Underline

Page 269:

Line 48 – Indent the line as first sentence of paragraph

Page 273:

Lines 41 and 42 – Line 42 should follow the last word in line 41

Page 275:

Lines 18 and 19 – Line 19 should follow the last word in line 18

Line 33 – 4-ac should read 4-acre

Page 277:

Lines 5 and 6 – Line 6 should follow the last word in line 5

County Board Rules

James Schroeder

Sent: Tuesday, February 23, 2016 3:35 PM

To: Amy Rinard; Benjamin Wehmeier

Cc: Blair Ward

Amy and Ben, sorry for the short notice. Tomorrow at Admin and Rules, I will bring up these questions/potential changes to county board rules:

3.01(1)(c): delete everything after "Board Chair" and replace with "in case of declared emergency." ("declared emergency" needs definition by county ordinance per stats 59.11(2)(a). One can envisage scenarios other than building issues which would necessitate an emergency meeting. The alternate procedure, obtaining signature of a majority of board members, is unwieldy.

3.02(7) Add Vice Chairperson or Second Vice Chairperson as offices to be filled by election within 60 days of vacancy. Last term we had a second vice chair resign and there was no mechanism to place a 5th member on Admin and Rules Committee.

3.05(1) After "Such reports shall be made to the committee chair," add "and Board Chair." Also, insert language allowing Board Chair to designate any member as ex-officio member who may create a quorum and break a tie if the Chair and both Vice Chairs are unavailable.

3.05(2)(a) The last sentence of this section references "a committee member." My question is, member of which committee?

3.05(c) The fourth paragraph states "The Committee shall supervise the County's contracts with Jefferson County land preservation groups." This paragraph/sentence is unclear. Which groups? Those under county auspices, or all land preservation groups operating within the county?

3.06(q) Why is board confirmation required for County Board Chair appointments to the WRRTC? This seems to be inconsistent with other Chair appointments, which do not require confirmation.

3.07(2) Delete "due to illness." There are many reasons why a committee member might be unable to attend meetings for an extended period. Moreover, a supervisor should not be required to disclose an illness, if that is the reason for being unable to attend. Also, should "extended period" be defined?

Jim Schroeder

County Board Chair

920-728-2182

Responsible Government Advancing Quality of Life

Tammie Jaeger

From: Happ, Susan <Susan.Happ@da.wi.gov>
Sent: Tuesday, February 23, 2016 4:23 PM
To: Tammie Jaeger
Cc: Amy Rinard
Subject: RE: Resolution Referred from Administration & Rules Committee

As of yesterday's date, the provisions that were of such concern in SB 82 and AB 90 relating to pre-trial defense subpoenas and discovery provisions were deleted in subsequent amendments to these bills.

On today's date, however, I discovered that there is another bill that has been written that would require discovery to be provided to misdemeanor defendants at Initial Appearance, which may resurrect concerns about victim safety and record confidentiality. This bill has not yet been introduced, so at this point, I think we should hold off on the Resolution to see if anything is actually going to be introduced.

Susan V. Happ
Jefferson County District Attorney
311 South Center Ave., #225
Jefferson, WI 53549
(920) 674-7173 (Tel.)
(920) 674-7127 (Fax)

From: Tammie Jaeger [mailto:TammieJ@jeffersoncountywi.gov]
Sent: Friday, February 19, 2016 2:42 PM
To: Happ, Susan
Subject: RE: Resolution Referred from Administration & Rules Committee

Supervisor Amy Rinard is the Chair

Tammie Jaeger, Administrative Secretary
JEFFERSON COUNTY ADMINISTRATION
311 S. CENTER AVE, RM 111, JEFFERSON WI 53549

Email: tammiej@jeffersoncountywi.gov
Phone: 920.674/8671
Fax: 920.675.0068

Visit us on the web at www.jeffersoncountywi.gov

From: Happ, Susan [mailto:Susan.Happ@da.wi.gov]
Sent: Friday, February 19, 2016 1:43 PM
To: Tammie Jaeger <TammieJ@jeffersoncountywi.gov>
Subject: RE: Resolution Referred from Administration & Rules Committee

Working on a short letter. Who is the chair of the Administration & Rules Committee (in other words, who should I address it to?)



Watertown Daily Times

"A Daily Newspaper Since 1895"

A PUBLICATION of TIMES PUBLISHING COMPANY

115 West Main Street • P.O. Box 140 • Watertown, WI 53094-0140 • www.wdtimes.com

James M. Clifford
Editor - Publisher

Kevin C. Clifford
General Manager

Thomas L. Schultz
Managing Editor

Feb. 22, 2016

J. Blaire Ward
Jefferson County Corporation Counsel
Jefferson County Courthouse
320 S. Main St.
Jefferson, WI 53549

Dear Mr. Ward,

Enclosed please find the bid form from the Watertown Daily Times to become the official Jefferson County newspaper for the next two years.

Don't hesitate to give me a call if you have any questions.

Sincerely,

Thomas L. Schultz
Managing Editor

TLS/kt
Enclosure

OFFICIAL NEWSPAPER BID FORM

A. Publication of Official Board Proceedings:
(Estimate an average of 1,000 lines per month for Board minutes)

Type Size: 9 pt. set
Line Size: 9.5 pt. line
Line Width: 21.75 picas

There are to be no additional charges for tables, graphs, etc. including formatting or reformatting as directed by the County.

Paid circulation in Jefferson County by zip code: 53036 (Ixonla) = 121
53038 (Johnson Creek) = 161; 53094 (Watertown) = 1,909
53137 (Heterville) = 29; 53178 (Sullivan) = 38; 53549 (Jefferson) = 99
53551 (Lake Mills) = 254; 53594 (Waterloo) = 183
Grand total of paid circulation in Jefferson County: 2,794

Cost per line: (width 21.75) \$ 0.68

(Minutes must be published in a regularly circulated publication of the successful bidder's newspaper in the manner provided by law not later than 60 days after the adjournment of a County Board meeting.)

B. OPTION: Printing of Minute Books – 5 ½ inch x 8 ½ inch book with not less than 21.75 pica width, 9 pt. type (assume 244 pages/see attached example)

Price per page if 50 books printed \$ 0.05
Cost of 50 books \$ 6.10

C. CD of the Board minutes from April through March:

Price per disk: \$ No Charge

COMMENTS: _____

Newspaper: Watertown Daily Times
By: Thomas L. Schultz
Date: 2-22-16

Daily Jefferson County Union

28 Milwaukee Ave. West

Fort Atkinson, WI 53538

Phone (920) 563-5553

Fax (920) 563-2323

February 22, 2016

J. Blair Ward, Corporation Counsel
Jefferson County Corporation Counsel
Courthouse, Room 110
311 S. Center Ave.
Jefferson, WI 53549

Mr. Ward:

Thank you and the Jefferson County Board for the opportunity to again bid on the selection of the official newspaper for the publication of the monthly minutes of Jefferson County Board. The Daily Union has been pleased to be a partner with the County for the past several years in this capacity. This cover letter is attached to our bid for the 2016-2018 designation.

As you will see on the attached bid, the Daily Jefferson County Union has the highest circulation, readership audience, and market penetration of any publication in Jefferson County. I have included a chart that breaks down our paid circulation in Jefferson County by zip code, as well as our October 2013 U.S. Postal Statement of Ownership, Management and Circulation.

Between the readership of the Daily Jefferson County Union newspaper, the expanded reach and convenience of our website, and our record of service to the County, we believe that we are the best option to most effectively serve the citizens of Jefferson County.

We appreciate yours and the Board's consideration of our proposal.

Sincerely,



Robb Grindstaff
Business Manager
Daily Jefferson County Union

cc: Brian V. Knox, Publisher

OFFICIAL NEWSPAPER BID FORM

A. Publication of Official Board Proceedings:

(Estimate an average of 1,000 lines per month for Board minutes)

Type Size: 9 pt. set
Line Size: 9.5 pt. line
Line Width: 21.75 picas

There are to be no additional charges for tables, graphs, etc.

Paid circulation in Jefferson County by zip code: _____

SEE ATTACHED ZIP CODE BREAKDOWN.

Grand total of paid circulation in Jefferson County: 6,960

Cost per line: (width 21.75) \$ 0.74

(Minutes must be published in a regularly circulated publication of the successful bidder's newspaper in the manner provided by law not later than 60 days after the adjournment of a County Board meeting.)

B. OPTION: Printing of Minute Books – 5 ½ inch x 8 ½ inch book with not less than 21.75 pica width, 9 pt. type (assume 244 pages/see attached example)

Price per page if 50 books printed \$ 0.049 per pg, per book

Cost of 50 books \$ 600.00

C. CD of the Board minutes from April through March:

Price per disk: \$ 0.00 - no charge

COMMENTS: _____

Monthly minutes will also be posted to the newspaper's website at www.dailyunion.com/public_notices/ at no additional charge. Daily Union website draws an average of 60,000+ unique visitors per month.

No additional charge for reformatting graphics from vertical to horizontal, which entails additional production time to make this change between formatting the booklet and formatting the newspaper public notice advertising.

Newspaper: DAILY JEFFERSON COUNTY UNION

By: [Signature] ROBB GRINDSTAFF

Date: FEB. 22, 2016

DAILY JEFFERSON COUNTY UNION

28 Milwaukee Ave. W., Fort Atkinson
920-563-5553 • www.dailyunion.com

DAILY JEFFERSON COUNTY UNION JEFFERSON COUNTY, WISCONSIN AVERAGE NET PAID BY ZIP CODE

ZIP CODE	Paid Circulation
53538	3,694
53549	1,609
53038	200
53137	150
53523	211
53551	218
53178	152
53156	128
53094	50
53190	548
Total	6,960

Numbers as of 9/25/2015 per USPS Form
3526, Annual Statement of Ownership.
Excludes circulation out-of-county and non-paid.



Statement of Ownership, Management, and Circulation
(All Periodicals Publications Except Requester Publications)

1. Publication Title DAILY JEFFERSON COUNTY UNION		2. Publication Number 1 4 3 - 4 0 0		3. Filing Date September 28, 2015	
4. Issue Frequency Daily except Saturday, Sunday and Holidays		5. Number of Issues Published Annually 256		6. Annual Subscription Price \$99.75 Home Delivery \$104.75 Mail	
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®) 28 Milwaukee Avenue West, PO Box 801, Fort Atkinson, Jefferson County, WI 53538-0801				Contact Person Brian V. Knox	
				Telephone (Include area code) 920-563-5551	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) 28 Milwaukee Avenue West, PO Box 801, Fort Atkinson, Jefferson County, WI 53538-0801					
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)					
Publisher (Name and complete mailing address) Brian V. Knox, 28 Milwaukee Avenue West, PO Box 801, Fort Atkinson WI 53538-0801					
Editor (Name and complete mailing address)					
Managing Editor (Name and complete mailing address) Christine M. Spangler, 28 Milwaukee Avenue West, P.O. Box 801, Fort Atkinson WI 53538-0801					
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)					
Full Name (SEE RIDER ATTACHED)			Complete Mailing Address		

RIDER

- W. D. Hoard & Sons Company, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Jane Shaw Knox Family Trust FBO, Georgia K. Mode, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Jane Shaw Knox Family Trust FBO, Brian V. Knox, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Georgia K. Mode Trust, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Brian V. Knox Trust, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Georgia K. Mode, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Brian V. Knox, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Terrie L. Knox, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Parls M. Knox, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Gillian V. Knox, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Brian V. Knox II, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- Knox Investment BVK, LLC, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- 1982 Brian V. Knox Irrevocable Trust, 28 Milwaukee Avenue W, Fort Atkinson, WI 53538
- PremierBank as co-trustee of various trusts, 70 N Main Street, Fort Atkinson, WI 53538.

13. Publication Title DAILY JEFFERSON COUNTY UNION		14. Issue Date for Circulation Data Below September 25, 2015	
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		7,177	7,268
b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	224	214
	(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	36	34
	(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	6,616	6,717
	(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	0	0
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		6,876	6,965
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	6	6
	(2) Free or Nominal Rate In-County Copies Included on PS Form 3541	0	0
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	0	0
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	40	41
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		46	41
f. Total Distribution (Sum of 15c and 15e)		6,922	7,012
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		255	256
h. Total (Sum of 15f and g)		7,177	7,268
i. Percent Paid (15c divided by 15f times 100)		99.34%	99.33%

* If you are claiming electronic copies, go to line 16 on page 3. If you are not claiming electronic copies, skip to line 17 on page 3.



**UNITED STATES
POSTAL SERVICE**

**Statement of Ownership, Management, and Circulation
(All Periodicals Publications Except Requester Publications)**

16. Electronic Copy Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
DAILY JEFFERSON COUNTY UNION			
a. Paid Electronic Copies	▶	210	209
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)	▶	7,086	7,174
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)	▶	7,132	7,221
d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c × 100)	▶	99.36%	99.35%

I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.

17. Publication of Statement of Ownership

If the publication is a general publication, publication of this statement is required. Will be printed

Publication not required.

in the 10/8/15 issue of this publication.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner

Brian V. Knox
President/Publisher

Date

September 28, 2015

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Jefferson County departments, officials and organizations may utilize social media platforms to further enhance communications with various organizations in support of County goals and objectives. They have the ability to publish content, facilitate discussions, and communicate information through various social media related to conducting County business. Social media facilitates further discussion of County issues, operations and services by providing members of the public with the opportunity to connect to county resources using the internet.

I. PURPOSE

This policy is intended to provide a framework for use of social media when authorized by the County as part of an employee's job duties. This policy also provides general guidelines for the use of social media by all departments and employees. The forms of social media or technology referred to in this policy include, but are not limited to Facebook, LinkedIn, MySpace, Twitter, Yammer, YouTube, video or wiki postings, chat rooms, personal blogs or other similar forms of online journals, or newsletters affiliated with the County.

County-owned technology resources are the property of Jefferson County, as is all data created, entered, received, stored, or transmitted via County-owned equipment. All use of social media or similar technology is subject to all County policies including, but not limited to, the Computer, Internet, and Telephone Use policy as well as the Harassment Policy, Including Sexual Harassment. Employees may be subject to discipline, up to and including discharge for conduct that violates County policies or rules and regulations, whether such conduct occurs on duty or off-duty.

II. POLICY

1. All Jefferson County social media platforms shall be approved by the County Administrator and the requesting Department Head. All content must be published using approved County social media platform and tools. All content must be approved by an assigned moderator as defined below.

2. All Jefferson County social media platforms shall adhere to applicable state, federal, and local laws, regulations and County policies including the Jefferson County Ethics Policy and Personnel Policy.
3. Public records laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws. All social media platforms and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
4. Content deemed not suitable by Jefferson County because it is not topically related to the particular objective, or is deemed prohibited content based on the criteria in this or other policies, may be taken off the platform, but shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.
5. The County reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
6. Each Jefferson County social media platform shall include an introductory statement which clearly specifies the purpose and topical scope of the platform. Where possible, social media platforms should link back to the official Jefferson County Internet site for forms, documents and other information.
7. Each Jefferson County social media platform account is proprietary and created for the exclusive use of Jefferson County for the benefit of the public. Moderators are authorized to create and post content on behalf of Jefferson County, but do not own the accounts. When the function of moderator ends, the employee shall surrender all rights, including administrative authority and passwords, to these accounts.
8. Jefferson County social media content and comments containing any of the following shall **not** be allowed for posting:
 - a. Non-topically related content
 - b. Profane language or content
 - c. 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 or other protected class

- d. Sexual content or links to sexual content unless such content is topically related
- e. Conduct or encouragement of illegal activity
- f. Content that may compromise the safety or security of the public or public systems
- g. Content that violates copyright or other legal interest of any other party
- h. External links constituting official endorsement or representative views on behalf of the Jefferson County, or
- i. Content promoting political outcome, a political candidate, or political party
- j. Content promoting or endorsing any religion religious organization
- k. Content regarding or relating to any private commercial transactions or engagement in private business activities
- l. Other non-topically related content outside the limited public forum established to discuss County issues, operations and services

9. All County social media moderators shall be trained regarding the terms of this Jefferson County policy, including their responsibilities to review content to ensure compliance with the Social Media Policy and guidelines.

10. All social media platforms shall clearly indicate they are owned and maintained by Jefferson County and shall have Jefferson County contact information prominently displayed.

11. Where appropriate, County Management Information Systems (MIS) policies shall apply to all social media platforms and related content.

12. All County-related communication through social media tools shall be professional and conducted in accordance with County policies, practices, and expectations.

13. Jefferson County logos, marks, and insignia may be used on County social media platforms owned and maintained exclusively for County business and related County purposes. Jefferson County's name, logos, marks and insignia may not be used to promote any political party, candidate or for any other political purposes or to conduct private commercial transactions or activities.

14. Employees found in violation of this policy may be subject to disciplinary action up to and including termination of employment.

15. Administrative Structure: any County authorized social media site will require the following:

Assigned Moderator: this person will be responsible to see to it that the use of the social media site adheres to this policy and all related County policies. The name of the proposed site moderator must be filed with the County Administrator along with the request for an authorized social media platform.

Backup Moderator: to prevent issues related to site administration during the absence of the site administrator, all authorized sites must have a name backup moderator also to be filed as part of the request for an authorized social media platform. It is the responsibility of the sponsoring department head to update this information should authorized personnel change.

Approved content authors: sponsoring departments must authorize all employee content authors for their departmental social media platform.

16. The County Administrator may approve exceptions to this policy in writing on a case by case basis for good cause.

III. DEFINITION OF TERMS

Content: Including, but not limited to: comments, text, graphics, video, icons, images, and avatars.

Platform: Social media sites including but not limited to: Facebook, Twitter, LinkedIn, Blogger, and YouTube.

Comments: Blogs may allow readers to add feedback comments under posts, and may also provide a feed for comments as well as for main items.

Blog: Web sites with dated items of content in reverse chronological order, self-published by bloggers. Items – called posts- may have key word tags associated with them, are usually available as feeds, and often allow commenting.

Publish: Posting, pasting, commenting, etc., to any social media platform.

Posts: Item on a blog or forum.

Presence online: Has (at least) two aspects. One is whether you show up when someone does a search on your name. The second is whether you use tools that show you are available for contact by instant messaging, voice-over IP, or other synchronous methods of communication.

Profile: Information that users provide about themselves when signing up for a social networking site. As well as a picture and basic information, this may include personal and business interests, a “blurb” and tags to help people search for like-minded people.

RSS: Short for “Really Simple Syndication.” This allows subscribers to receive content from blogs and other social media sites and have it delivered through a feed.

Social Media: Tools and platforms people use to publish, converse, and share content online. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks.

Podcasts: Audio or video content that can be downloaded automatically through a subscription to a website so you can view or listen offline.

Social Networking: Online place where people can create online profiles.

Transparency: Enhances searching, sharing, self-publishing, and commenting across networks; makes it easier to find out what’s going on in any situation where there is online activity.

Moderators: Jefferson County employees designated as such in writing and authorized agents, and/or contractors.

IV. SHARING JEFFERSON COUNTY NEWS AND EVENTS THROUGH SOCIAL MEDIA TOOLS IS AN EXCELLENT, LOW-COST WAY TO ENGAGE THE COMMUNITY. THE FOLLOWING GUIDELINES ARE TO BE FOLLOWED WHEN ENGAGING IN SOCIAL MEDIA ON BEHALF OF JEFFERSON COUNTY:

Maintain confidentiality

Do not post confidential or proprietary information about Jefferson County or its employees. Use good ethical judgment and follow County policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA)

Maintain privacy

Do not discuss a situation involving named or pictured individuals on a social media platform without their permission. As a guideline, do not post anything that you would not present in any public forum.

Do no harm

Let your social media presence(s) do no harm to Jefferson County or to yourself whether you are navigating those platforms on the job or off.

Write what you know

Ensure you write and post about your area of expertise, as it relates to your position with the County. Write in the first person.

Understand your personal responsibility

Moderators are personally responsible for the content they publish. Be mindful that what you publish will be public for a long time— protect your privacy.

Be aware of liability

You are responsible for what you post on social media platforms personally and professionally. Be sure that what you post today will not come back to haunt you.

Maintain transparency

The line between professional and personal business is sometimes blurred. Be thoughtful about content and potential audiences. Be honest about your identity. Be clear that you are sharing your views as a representative of Jefferson County.

Correct mistakes

If you make a mistake, admit it. Be upfront and be quick with your correction. If you are participating in any social media platform, you may choose to modify earlier content—just make it clear that you have done so.

Respect others

You are more likely to achieve your goals or sway others to your view(s) if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Be a valued member

Make sure you are contributing valuable content. Do not hijack the discussion and redirect by posting self/organizational promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from platforms or groups.

Think before you post

What you write is ultimately your responsibility. There is no such thing as a “private” social media platform. Search engines can turn up content years after being published. Content can be forwarded or copied. Archival systems save information even if you delete content. If you feel angry or passionate about a subject, it is wise to delay your social media participation until you are calm and clear-headed. Publish only content that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

If it gives you pause, pause.

If you’re about to publish something that makes you even the slightest bit uncomfortable, don’t shrug and hit “send.” Take a minute to review these guidelines and try to figure out what is bothering you, then fix it. If you are still unsure, check with your manager. Ultimately, the decision about what you publish is yours—as is the responsibility. So be sure.

Topic restrictions

Do not write any content or postings that involve or are related to the following:

- Items involved in litigation or could be in the future
- Nonpublic information of any kind
- Illegal or banned substances and narcotics
- Pornography or other offensive materials

- Defamatory, libelous, offensive or demeaning material. Do not engage in a combative exchange
- Private/personal matter of yourself or others
- Disparaging/threatening comments about or related to anyone
- Personal, sensitive or confidential information of any kind

I acknowledge that I have read and understand the Social Media Policy and Guidelines for Moderators.

Moderator /Backup Moderator Name: _____

Date: _____

Date of Training: _____

Trainers: _____,

_____,

_____,

2/24/16
Admin + Rules

Committee Meeting Sign-In Sheet

Committee/Board Name:

Date of Meeting:

Name (Please Print)	City or Township	Person/Firm Representing	Item # or General Comment
Barb Frank			
Connie Freeberg			
Brian Lamers			
Mark Watkins			
Blair Ward			
Ben			
Tammie J.			