



Wake County will use Web 2.0 technology, including Facebook and Twitter, to provide options for citizens to stay connected to Wake County Government. A combined team from Information Services and the Public Affairs Office has researched the features, functions and challenges of this communication technology and developed strategies, policies and guidelines that will allow us to leverage these tools to better serve and communicate with our citizens.

In addition to these guidelines, please refer to our Web policy at www.wakeemployees.com/support

Facebook

- Wake County will use a single Wake County Facebook account that is branded with the County logo. Additional Facebook accounts will be considered by the Technology Steering Committee for review after Dec. 1, 2009
- Departments will not be allowed to establish individual Facebook accounts representing Wake County, a department, division, or program
- Wake County will place appropriate messages and information online using Facebook.
- Wake County's Facebook account will be used for the purpose of sharing timely information with citizens about County government.
- The PAO and Web Team will be the only staff with access to post content on Facebook.
- E-mail requests to place programmatic information on Facebook to pao@co.wake.nc.us.
- Public Affairs Office must review and approve all Facebook content prior to posting; please allow three business days for review. Facebook content will be reviewed for quality, consistency with overall County messages, priority goals, etc. Additional time may be needed to edit or upgrade the content, if needed.
- Facebook content will follow content guidelines in the Web Policy document located at www.wakeemployees.com/support.

Twitter guidelines

- Wake County will place appropriate messages and information online using Twitter.
- Wake County will use two Twitter accounts; one for the purpose of sharing timely information with citizens about County government, and another for emergency communications only.
- The PAO and Web Team will be the only staff with access to post tweets.
- Wake County tweets will link users back to the WakeGOV site for more information.
- Related content must be on www.wakegov.com before posting a "tweet".
- E-mail requests to post information on Twitter to pao@co.wake.nc.us.
- Public Affairs Office must review and approve all Tweets prior to posting; please allow three business days for review. Tweets will be reviewed for quality, consistency with overall County messages, priority goals, etc. Additional time may be needed to edit or upgrade the content, if needed.
- Twitter content, or tweets, will follow content guidelines in the Web Policy document.



YouTube/Web video guidelines

- Wake County will use a single, branded YouTube channel for all departments
- Departments, divisions or individual staff members will not be allowed to establish individual YouTube accounts representing any part of Wake County Government.
- Web videos can be placed online using YouTube and/or the Granicus service
- The Public Affairs Office must review and approve all videos prior to posting; please allow three business days for review (depending upon the length of the video). Videos will be reviewed for quality, consistent overall County message, and priority goals. Additional time may be needed to edit or upgrade the video project, if needed.
- The Web Support Team will only post videos to WakeGOV as directed and approved by PAO.
- Online video content must follow guidelines in the Web Policy document located at www.wakeemployees.com/support.
- If you need a video to be placed online (either YouTube or Granicus/WakeGOV) please submit your request to: pao@co.wake.nc.us.

Blog guidelines

- Departments must complete and submit an application for a blog. Blog applications can be found on the Web Support site at www.wakeemployees.com/support
- Blog owner reads and agrees with the Web policy document related to blog communications
- Wake County WordPress will be the only blog tool used for external communication blogs
- SharePoint is used for internal communication blogs
- County logo must appear in the blog banner
- Blogs will use approved County-selected template
- Blogs must be used as “blogs” and cannot replace content posted on WakeGOV or become departmental Web pages
- Comment posts are moderated by blog owner
- Please submit all blog applications to the Web Support Team at wwwadmin@co.wake.nc.us or send through Interoffice mail to “Web Support Team – WCOB Room 346”
- Contact the Web Support line at 919-856-7340 for any questions related to blogs