

**Minutes for the Board of Commissioners  
Multnomah Building, Commissioners Conference Room 635  
501 SE Hawthorne Blvd. Portland, Oregon  
Tuesday, September 13, 2011**

**EXECUTIVE SESSION**

Chair Jeff Cogen called the meeting to order at 9:00 a.m. with Vice-Chair Loretta Smith and Commissioner Deborah Kafoury, Judy Shiprack, and Diane McKeel present.

ES.1 The Multnomah County Board of Commissioners will meet in Executive Session Pursuant to ORS 192.660(2) (e). Only representatives of the news media and designated staff are allowed to attend. Representatives of the news media and all other attendees are specifically directed not to disclose information that is the subject of the Executive Session. Final decisions are decided in public Board meetings. Contact: Jenny Morf, Deputy County Attorney. Presenters: Warren Fish & Michael Sublett.

Executive Session was held.

The meeting was adjourned at 9:17 a.m.

**Minutes for the Board of Commissioners  
Multnomah Building, Board Room 100  
501 SE Hawthorne Blvd. Portland, OR 97214  
Tuesday, September 13, 2011**

**BOARD BRIEFINGS**

Chair Jeff Cogen called the meeting to order at 9:38 a.m. with Vice-Chair Loretta Smith and Commissioner Deborah Kafoury, Judy Shiprack, and Diane McKeel present.

**B.1 Informational Board Briefing on Social Media Audit. Presenters: Steve March & Fran Davison - Auditor's Office.**

Dr. March provided the introductions and opening remarks. Ms. Davison explained that the Auditor's Office looked into the uses, benefits and risks associated with the County's use of social media. They undertook this work because this is a rapidly evolving technology that many County departments use as part of their overall communications strategy. County departments and agencies use social media to engage the community, increase public awareness, reach populations that may not be reached through traditional media, recruit employees, and report on recent Board decisions, County projects, budget updates and community events.

The risks of social media include a lack of control over content; legal issues of freedom of speech and privacy; and security issues such as password protection, exposure to potential viruses, and hijacked, or spyware attacks. Best practices recommend written documentation that ensures all employees and staff understand their roles and responsibilities, and the objectives and purpose of using social media within the agency.

The results of the Auditor's analysis showed that County policies don't fully address all policy elements identified in best practices. She provided several examples and spoke about pre-emptive steps as eight essential elements of a policy including guidelines for employee access, account management, acceptable use, employee conduct, security, legal issues and protocols for conduct.

Their recommendations were: to adopt a set of social media guidelines to supplement current policies; offer Countywide training on the benefits and risks of social media; and, address risks associated with social media through a governance body responsible for providing additional guidance and oversight, and monitoring the use of social media throughout the County.

Dr. March and Ms. Davison responded to Board questions and comments. The Board thanked them for the briefing.

### **ADJOURNMENT**

There being no further business, the meeting was adjourned at 9:46 a.m.

**Please note:**

**The minutes reflect the actions of the Board. For more detail, you are welcome to view the presentation material and/or**

**video at: [http://multnomah.granicus.com/ViewPublisher.php?view\\_id=3](http://multnomah.granicus.com/ViewPublisher.php?view_id=3)**

Submitted by:

Lynda J. Grow, Board Clerk and  
Marina Baker, Assistant Board Clerk  
Board of County Commissioners  
Multnomah County