



Facebook

Facebook is a free-access social networking website that users can join to connect and interact with other people or organizations.

- Wake County will place appropriate messages and information online using Facebook.
- Wake County maintains an organizational Facebook account that is branded with the County logo.
- 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

Twitter is a free social networking and micro-blogging service that enables users to send and read other user's updates, known as "tweets." Tweets are text postings which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Tweets can be also sent and received with cell phones, which may incur phone service provider fees.

- 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/Granicus Web video

YouTube is a free video-sharing website on which users can upload, share and view videos. Granicus is the software application currently in use on WakeGOV to stream audio or video broadcasts to the Internet and archive them for future viewing and reference

- Wake County will place appropriate videos online using YouTube and/or Granicus.
- Wake County is a registered user on YouTube, meaning that we can upload videos, and the Wake County YouTube “channel” is branded with the County logo.
- Wake County will use a single YouTube account – departments, divisions or individual staff members will not be allowed to establish individual YouTube accounts representing any part of Wake County Government.
- E-mail requests to place programmatic videos online to pao@co.wake.nc.us.
- 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, priority goals, etc. 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.

Blog

A **blog** is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

- 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 will be 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.