

Social Media Action Plan



Introduction

For all new official social media accounts, prospective administrators must submit a Social Media Action Plan (SMAP) to the digital engagement manager.

Each administrator must have a SMAP on record for official King County social media accounts.

Administrators should have a full communications plan that incorporates social media and aligns with the [King County Strategic Plan](#). Administrators should also familiarize themselves with the [King County Social Media Handbook](#).

Getting Started

Please complete Sections I through III and review Sections IV and V of the Social Media Action Plan. Once completed, please submit your SMAP to Warren Kagarise, King County digital engagement manager, at wkagarise@kingcounty.gov for review and approval.

Allow five business days for a response. Submit your SMAP two to four weeks before you intend to launch the account to allow time for adjustments.

Please use the SMAP as a conversation starter to help your teams determine audiences, choose a platform, and set goals and success metrics for social media engagement.

Questions? Please contact Warren Kagarise, King County digital engagement manager, at wkagarise@kingcounty.gov.

Approved Platforms

Platforms approved by King County Information Technology (KCIT) for official King County social media accounts:

- Facebook
- Flickr
- Instagram
- LinkedIn
- Nextdoor
- Pinterest
- Snapchat
- TikTok
- Twitter
- Vimeo
- YouTube

The social media landscape is constantly changing, with frequent additions of features and changes to the algorithms the platforms use to determine which posts receive priority.

Over time, the list of platforms appropriate for official King County social engagement may change due to shifts in audience, accessibility, features, cost, and/or a platform's popularity.

To submit a new or additional platform for consideration, please contact Warren Kagarise, King County digital engagement manager, at wkagarise@kingcounty.gov.

Section I: Department Information

Department, Division, or Program:

Primary Account Administrator(s):

Secondary Account Administrator(s):

Department PIO/Communications Manager:

Proposed Launch Date:

Note: Allow five business days for a response. Submit your SMAP two to four weeks before you intend to launch the account to allow time for adjustments.

Proposed Social Media Platform:

Examples: Facebook, Instagram, YouTube

Proposed Account Name and/or Handle:

Examples: [@KingCountyWA](#), [@KingCountyMetro](#), [@kingcountydchs](#)

Proposed Account About Us or Bio:

Proposed Profile Photo/Avatar Please attach.

Note: Your profile photo/avatar should clearly incorporate King County/agency branding.

Official Department, Division, or Program Website:

Section II: Social Strategy

Goals/Business Outcomes

What is the overarching vision for your new social media presence? How does social media fit into your existing communications and outreach work, as well as your department's communications strategy? How will a new account support or supplement what is already taking place?

Existing Engagement Tools

King County has more than 150 social media accounts spread across various departments and agencies. Which existing King County social media accounts or assets could be leveraged to share your messaging? Could they be used rather than creating a new account?

Target Audience

How does your proposed account connect your department or program with your intended target audience? How will your posts encourage interaction with your audience?

Content Creation

What is your plan for creating, reviewing, and scheduling original content that will benefit and engage your intended audience? Do you have a staffing plan for times when the lead account administrator is out of the office or unavailable?

Frequency

Does your team have the capacity to update the account regularly on weekdays and during breaking news events, through original content, shares, etc.?

Editorial Calendar

Please attach an editorial content calendar outlining your posts for the first six weeks after launch.

Customer Service

Do you have the resources to regularly monitor the account and respond to customer service inquiries and other questions within 48 hours on weekdays?

Promotion

How will you promote your new social media presence to attract new followers and engage existing audiences? Does your plan include paid promotion, i.e., advertising?

Influencers

How will you leverage relationships with partner organizations and community groups to build awareness of your new social account?

Metrics

How will you measure the account's performance? What does success look like and how will it be reported? (Think beyond the basic metrics of followers, likes, and shares.)

Section III: Equity and Social Justice

Strategy

How will your account help advance [King County's Equity and Social Justice Vision](#)?

Historically Under-represented Groups

How will your account help connect King County with historically under-represented groups and build partnerships?

Multiple Language Support

Does your department or program have content in a language other than English, which can be shared or linked from your social account? Learn more about King County's [translation and interpretation resources](#).

Section IV: Records Retention

Regulations and Guidelines

All King County communications, including social media, are public records and must be managed in compliance with public records law.

Under state law ([RCW Chapter 40.14](#)), King County and other government agencies are required to preserve digital records created through social media — including posts, comments, and the metadata behind the posts.

Inform your department's public records officer (PRO) about all social accounts under your purview, and work with your PRO to produce relevant records in response to a public records request.

Note: Though some social platforms retain your account's content, these third-party platforms are under no obligation to keep accurate, complete records of King County's content.

ArchiveSocial

Records for official social media accounts must be captured and retained. King County uses a cloud-based application called [ArchiveSocial](#) to record webpages, WordPress blogs, and most social media accounts.

ArchiveSocial can capture and retain the following platforms: Facebook, Flickr, Instagram, Pinterest, TikTok, Twitter, Vimeo, and YouTube.

The digital engagement manager will work with your lead account administrator to add your new account to ArchiveSocial.

Questions? Please contact Warren Kagarise, King County digital engagement manager, at wkagarise@kingcounty.gov.

Section V: User Privacy

Background

Depending on the social media platform, user data can include geolocation information, health information, facial recognition imagery, personal photos, private messages, and other sensitive information.

In recent years, users have become increasingly concerned about how social media companies treat user privacy and protect user data. Incidents such as data breaches have raised concerns and forced users to rethink their relationships with social media. Additionally, in public surveys, Americans have expressed concerns about how social media companies use and share their personal data.

Privacy Considerations

When choosing a platform, familiarize yourself with its privacy policy and terms of service, as well as incidents involving how the platform handles user data. When reviewing a platform's privacy policy, ask the following questions:

- Who owns the data posted by individual users?
- What happens to data once a user account is closed and how long is the data stored?
- Where on the platform can users find the company's privacy policy?
- How does the platform communicate changes in its privacy policy to users?
- How can a user contact the company in the event of a data or privacy breach?
- Can the user request deletion of personal information from the platform?
- Is the social media company based in the United States or in another country?

Companies that provide robust end-user privacy protections are aligned with King County's commitment to protecting privacy.

By reviewing the policies of your social media platform of choice, you are taking an active role in preserving the privacy of our residents. For more information about King County's privacy commitment, please see [King County Code 2.14.030](#).