

**PASQUOTANK COUNTY, NORTH CAROLINA  
APRIL 16, 2012**

The Pasquotank County Board of Commissioners met today in a work session on Monday, April 16, 2012 in the Community Room at the Pasquotank Public Safety Building.

**MEMBERS PRESENT:**

Lloyd E. Griffin, III, Chairman  
Jeff Dixon, Vice-Chairman  
Bill Trueblood  
Cecil Perry  
Dr. William R. Sterritt  
Gary G. White  
Joseph S. Winslow, Jr.

**MEMBERS ABSENT:**

None

**OTHERS PRESENT:**

Randy Keaton, County Manager  
Rodney Bunch, Assistant County Manager  
R. Michael Cox, County Attorney  
Sheri Small, Finance Officer  
Julie Stamper, GIS Director  
Christy Saunders, Emergency Management Director  
Karen Jennings, Clerk to the Board

The work session was called to order at 3:30 PM by Chairman Lloyd Griffin. He said the purpose of today's meeting is to review a draft External Communications Policy which was developed as a result of Hurricane Irene.

County Manager Randy Keaton explained that a written policy is needed to establish guidelines regarding who will communicate with media outlets and social media sites on behalf of the county to convey significant information to the citizens. He stated that the draft External Communications Policy is a comprehensive policy and designates legitimate spokespersons for the county. He advised that the Emergency Management Director and the GIS Director did the majority of the work on this policy and pulled together a lot of information from other media policies and from the state's communications policy.

He reviewed each section of the draft policy and said the policy only applies to employees, not to Board Members. He pointed out that the policy defines routine and non-routine media requests and sensitive or controversial issues. The county's spokespersons are designated as the Public Information Officer (County Manager/Assistant County Manager), Sheriff, Emergency Management Coordinator, Emergency Medical Director, Members of the Board of Commissioners, and Department Heads (for routine issues). The policy outlines how the county website is used as a communications tool and designates the county webmaster as the person responsible for coordinating and posting information on the county's website and administering the county's social media site. Mr. Keaton noted that the county is getting more "hits" on its Facebook page than on its website.

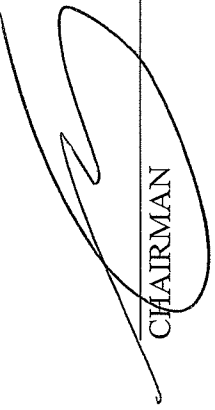
The work session was recessed at 4:15 PM and reconvened at 4:45 PM.

Mr. Keaton explained that any communication on social media is a public record and must be preserved. He stated that the proposed policy restricts the personal use by employees of broadcast or print media or social media during working hours. It also urges employees to use common sense when using social media on their own time for personal purposes, that they not publish comments that reflect badly on the county, and that they not share government material in personal space. Additionally, it suggests using a disclaimer anywhere there may be uncertainty about the capacity in which they are acting stating that their postings do not represent the views or opinions of their employer.

Mr. Keaton stated that a policy needs to be in place to get ahead of the issues that will arise because of social media.

After discussion regarding the proposed policy, the Board requested more time to review it and give feedback.

Motion was made by Bill Trueblood, seconded by Gary White to adjourn the meeting. The motion carried and the meeting was adjourned at 5:08 PM.



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CHAIRMAN

*Karen Young*  
CLERK TO THE BOARD