

**EXECUTIVE ORDER**  
**09-06 (amended September 23, 2010)**  
**PUBLIC COMMUNICATIONS OF DEKALB COUNTY GOVERNMENT**

All DeKalb County employees under the administration of the Chief Executive Officer are expected to adhere to the following guidelines for website content, flyers, newsletters and social media:

1. Any material that references the Chief Executive Officer or any elected official, including photographs, must be approved in advance by the Chief Communications Officer or his designee.
2. Content must be updated regularly and be relevant to the department
3. Content must be of an informational nature
4. In utilizing social media, e.g. Facebook:
  - a. Guidelines herein must be adhered to
  - b. Any feature that allows return comments must be disabled
  - c. The Chief Communications Officer must be notified of the existence of any social media presence, and retains final editorial control
  - d. The utilization of any social media for educational outreach will be at the discretion of Department Directors. Department Directors will be responsible for the creation and content of any and all information that originates from their department. The IS Department will not be responsible for social media content from other departments
  - e. Social media is not an acceptable substitute for interoffice notifications or legal notices

Before any DeKalb County employee under the administration of the Chief Executive Officer communicates with the news media as part of or in connection with his or her work-related duties, the employee is expected to give notice of the planned communication to the Chief Communications Officer by describing the subject of the planned communication and providing a copy of any written materials that will be given to the news media. All official communications with the news media on behalf of DeKalb County Government must be coordinated through the Chief Communications Officer.

Written materials in the following categories must be submitted to the Chief Communications Officer for review and approval before they are posted, distributed, or released:

**DeKalb County Government press releases:** any press release that is written on DeKalb County letterhead or that otherwise is or appears to be written on behalf of DeKalb County Government or a DeKalb County department or office under the Chief Executive Officer's supervision.


**DeKalb County Government website postings:** materials to be posted on DeKalb County's intranet site (indekalb) or on DeKalb County Government's public website ([www.dekalbcountyga.gov](http://www.dekalbcountyga.gov)). However, Department Directors may approve, and will be responsible for, any changes of information or content on website pages that pertain only to their respective departments on DeKalb County's intranet site or public website. Department Directors cannot approve changes to the structure or overall appearance of any website page; all changes in structure and appearance must be approved by the Chief Communications Officer.

**EXCEPTION FOR PUBLIC SAFETY EMERGENCIES:** This order does not require an employee of DeKalb County Government to obtain approval of the Chief Communications Officer before issuing communications to the news media or public when issuing such communications are immediately necessary to advance the interests of public safety in an emergency (though copies of such communications should be provided to the Chief Communications Officer as soon as possible). At the

time of the emergency, communications to the public must be coordinated through the Public Safety Director.

**Limitations on the scope of this Order:** This order does not apply to DeKalb County officials and offices that are outside the Chief Executive Officer's supervisory authority. This order, which applies only to certain communications issued on behalf of DeKalb County Government, does not require an employee to seek or obtain the Chief Communications Officer's approval before speaking or writing as a citizen on an issue of public concern. If you have questions about this policy, please contact the Chief Communications Officer.

So issued this 23 day of September, 2010.

  
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W. Burrell Ellis, Jr.  
Chief Executive Officer