

POLICY & PROCEDURES COMMITTEE

Kimberly L. Murphy
County Administrator

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MEMBERS

Terry Collins, Beth Blanco, Jim Daly

MEETING LOCATION

Chambers
301 N. Main St, Adrian, MI 49221

Minutes: Monday, June 2, 2025

I. Call to Order

Present: Commissioners: Terry Collins, Beth Blanco, James Daly, Jim Van Doren

Also Present: Administrator Kim Murphy, Deputy Administrator Shannon Elliott, Marketing & Communications Jen Ambrose, Administrative Coordinator Carissa Zubke

The meeting was called to order by Comm. Collins at 10:00am.

II. Approval of Minutes

A. Approval of Minutes: April 14, 2025

Motion by Blanco to approve the minutes of April 14, 2025, seconded by Daly. Motion carried.

III. Old Business

No discussion.

IV. New Business

A. Social Media Policy

Administrator Murphy discussed the social media policy being presented today, which was originally included in the IT policy. The IT policy has become very lengthy, and we felt it would be beneficial to begin separating policies as needed. In the past, the IT department monitored all social media accounts, but now the County has a Marketing/Communications Coordinator that monitors social media accounts.

Coordinator Ambrose highlighted some recommended changes to the Social Media Policy. The policy now includes additional social media networks, who to contact for social media page set-up, the social media manager software, and archive manager software. The social media manager software assists with scheduling and tracking multiple accounts at once. Archive manager software tracks all posts that are removed and safely stores in one place. The branding/logo portion of the policy now includes updated language to be more clear/concise for employees and the post-disclaimer portion has been updated.

Comm. Van Doren discussed who this policy is for. While the Marketing/Communications Coordinator monitors/manages many of the County's social media, she is not the only

person. All elected officials may have a professional page that this policy is applicable to and Ambrose is available for assistance. In addition, some County departments may request a County social media page. For example, the Department on Aging and Solid Waste departments have their own social media due to the large amount of information shared with the community.

Murphy stated that it is recommended for elected officials to reach out to the Marketing Coordinator for social media account set-up and assistance.

Comm. Collins recommended a minor grammar change on page 1.

A discussion was held regarding personal social media accounts that should not be accessed during business hours, whether that is on a personnel device or a County-owned device.

Comm. Collins would like the committee to review the social media policy and recommend any changes to the Administrator's office. This will be brought back next month for a possible recommendation to the full board.

V. Other Business

No discussion.

VI. Public Comment

No comment.

VII. Adjournment

Motion by Blanco, to adjourn the meeting at 10:12am, seconded by Daly. Motion carried.