

OFFICE OF PUBLIC AFFAIRS

Tony Castrilli, Director



Agenda

- Board Presentations
- Board Social Media
- BOS Communications Center
- Board Matters Tracker
- Media Requests Tracker



Introduction

The Office of Public Affairs (OPA) develops and coordinates countywide communications; manages the **board presentation process**; oversees the county's **social media program**; and develops and maintains tools to facilitate coordination and communication between agencies and the Board of Supervisors, including the **BOS Communications Portal**, the **Board Matter Tracker** and the new **Media Request Tracker**.

OPA also manages:

- NewsCenter
- Media relations
- The county's FOIA program
- The county's Language Access program
- The main customer service desk/phone line/email
- Internal communications





Board Presentations

There are two types of board presentations:

Proclamations recognize a day, week or month.

Resolutions honor a person or organization.

In 2023, 197 presentation requests were submitted.

Board Presentations

- Proclamation and resolution requests are **initiated by a board matter**, which must be submitted at a regular meeting of the BOS.
- **A maximum of four in-boardroom presentations are permitted at each meeting.** A fifth may be added, with approval from the chairman's office.
- Requests may be made for in- or out-of-boardroom presentation. **Specific meeting date requests must be coordinated with OPA in advance.** In-boardroom presentations cannot be requested for the subsequent meeting date without advanced notice.
- **One designated speaker** is permitted for each presentation and is given up to three minutes to speak in acceptance of the recognition.

- Staff retirements and individual staff recognitions **are presented out-of-boardroom**. Case-by-case exceptions may be made by the chairman's office.
- **Only state championship recognitions may be presented in-boardroom**, as outlined in the chairman's policy memo.
- **Board members may elect to use physical or digital signature** for proclamations and resolutions, in coordination with OPA.

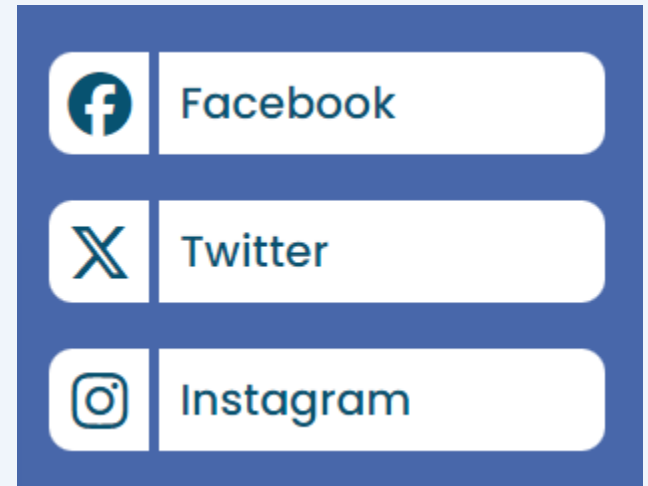
Board Presentations



Board Social Media

Policy Highlights

- The policy was adopted in 2019 by the previous Board at the recommendation of the County Attorney because of evolving case law.
- Focuses on official governing accounts, **not personal, professional or campaign accounts.**
- **Board staff must notify OPA of any new official social media accounts;** OPA then shares with all county social media publishers and lists the accounts on the county website.



Board Social Media

Managing Comments for Board Members' Official Accounts

- You may choose to link to the county's commenting policy or other comprehensive, **content-neutral commenting policy** to govern the moderation of comments.
- Comment deletion or blocking/banning users **can only be done in accordance with the linked commenting policy.**
- If you choose not to utilize a comments policy, the Board social media policy prohibits the deletion of comments or blocking/banning users.
- **All social media content is subject to VFOIA** (including "private" messages) and record retention schedules, as well as other applicable state and federal laws.
- Board staff may **administer official accounts using only county-issued devices.**

Board Social Media

Liability

- Each board member is responsible for ensuring that his or her official social media site complies with this policy.
- Board members are not responsible for monitoring compliance by other board members.
- Board Members are entitled to representation and indemnification for claims arising from the use of an official social media site so long as the actions were i) done in good faith; ii) done in the reasonable belief that such activities were in the best interest of the County and in furtherance of the official practices and policies of the County; and iii) not willful, malicious, or wanton.

BOS Communications Center

The screenshot shows the 'BOS Communications Center' interface. The top navigation bar includes 'fairfaxNET' and various menu items like 'Employee Center', 'Workplace Essentials', 'Learning', 'Technology', 'Administration', and 'Quick Links'. The left sidebar contains a 'Home' button and a list of navigation options. The main content area is a grid of eight meeting tiles, each with a date, title, and a small image or chart. The tiles are: FCPS Enrollment (Nov 15), FCPS Funding (Nov 17), Education Study (Nov 20), What is JLARC? (Nov 22), Standards of Quality (Nov 27), Local Composite Index (Nov 29), Virginia School Divisions (Dec 1), and Funding in Virginia Schools (Dec 4).

- The [BOS Communications Center](#), located on FairfaxNet, helps connect board offices with **shareable information on key programs, services and initiatives** in areas including health and human services, land use, public safety and the [Countywide Strategic Plan](#), among other important topics.
- In addition to countywide updates noted above, the BOS Communications Center also includes **links to BOS meeting summaries, presentations, photos and the #FairfaxForward digital marketing campaign.**

- Subscribe to receive **email alerts** when new information is added to the communications center. **You can also sign up for NewsCenter and Emergency Blog notifications.**
- Search “BOS Communications Center” to access the center, or find it in the dropdown menu: Workplace Essentials>Communications

Board Request Tracker

- The Board Request Tracker is located on FairfaxNet, the county's intranet, and is the **central location for all requests submitted via board matter.**
- New board matters are introduced at each meeting and then **added to the tracker by the Office of Clerk Services.**
- The tracker is used by the offices of the Deputy County Executives to make assignments to staff, who receive **email notification of the assignment, and to track the status of requests.**
- Board members and staff can access the tracker to review status and assignments and access related documents. **Requests are searchable, sortable and filterable.**
- Access the list by searching "Board Requests List" or from the County Executive's page on FairfaxNet.

The screenshot displays the 'Board Requests' page on FairfaxNet. The page header includes navigation links for Employee Center, Workplace Essentials, Learning, Technology, Administration, and Quick Links. The main content area shows a list of board requests with the following columns: Title, District, Date Assigned, CEX/DCEX/Dire..., and Status. The status is filterable, showing 'New' and 'In Process'.

Title	District	Date Assigned	CEX/DCEX/Dire...	Status
Resolution of Recognition Request for John Lovaas	Chairman's Office	December 05, 2023	Castrilli, Tony	New
Acceptance of the Findings Report of the Task Force on the Future of Lake Accotink	Chairman's Office, Braddock, Franconia	December 05, 2023	Flynn, Rachel Jackson, Christina	New
"High Pressure" Gas Lines	Chairman's Office, Dranesville, Providence, Sully	December 05, 2023	Flynn, Rachel	New
Proclamation Request for Alexandra "Zandy" Wong	Franconia	December 05, 2023	Castrilli, Tony	In Process
Proclamation Request for St. Mark's Lutheran Church	Franconia	December 05, 2023	Castrilli, Tony	New

Media Request Tracker

- The Media Request Tracker was launched at the beginning of the year, to provide comprehensive tracking of media inquiries received by county communicators.
- This new tool will offer a broader view of media inquiries to the county, allow us to identify trends, facilitate response coordination and provide better metrics that will help inform how we manage these requests.
- The media request tracker can also be found in the FairfaxNet dropdown under Workplace Essentials>Communications.

Request	Publication	Reporter	Agency	Responder	Status	Request Details
Huntley Meadows Night Hiking Events	Connection	Mike Salmon	Park Authority	Boxer, Benjamin T.	Complete	Provided photos and information about recent night hike program at Huntley Meadow's Park along with additional events coming up.
I-66 Crash	Fox5 DC,NBC Was		Fire and Rescue		Complete	Wanted information on crash on I-66. Accident involved so referred to VSP.
Train Fire on Industrial Road	Fox5 DC,NBC Was		Fire and Rescue		Complete	Wanted information on a train derailment. Updated that train fire and gave information.
FFXnow comment on potential strike. Connector employees	FFXNow	Angela Woolsey	Transportation	Serrano, Freddy	Complete	Hope you had a good new year! ATU Local 689 announce its Fairfax County members voted on Friday to authorize if needed. Does FCDOT have any comment? Is the county any preparations in case of a strike?
Request or update on activities	Gazette Leader	Brian Trompeter	McLean Comm	Anwah, Sabrina	In Process	Brian wrote to request an update on MCC's upcoming event a response mentioning our Winter Block Party, Light McLean Decorating Contest, MLK Day Celebration and Ye the Dragon festival. Not sure if he will write an article. If h

Questions?

