

2100-G010: Guidelines for Use of Social Media

I. PURPOSE

These guidelines establish the minimum requirements agencies should employ when utilizing social media sites, services, and tools.

II. SCOPE

These guidelines apply to all executive branch agencies, boards, and commissions (collectively referred to as “agency” or “agencies”). Social media includes, but is not limited to, social networks, blogs, micro blogs, wikis, RSS feeds, data sharing, media sharing, and online collaboration.

III. GUIDELINES

Social communication from the State should help citizens, partners, and co-workers. To help people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand the State better, social media should:

- **Engage** with constituents or other agencies;
- **Track** dissemination of information to the public;
- **Optimize** relationships with the public;
- **Grow** service base with constituents;
- **Safeguard** (police and/or protect) the public.

A. Agencies Should:

1. Incorporate social media issues into their security awareness training.
2. Designate, in writing, personnel authorized to utilize social media and speak on the agency’s behalf.
3. Have no expectation of privacy when using social media.
4. Ensure use of social media complies with applicable mandates, such as, but not limited to, Section 508 of the Rehabilitation Act of 1973.
5. Review Terms of Service (TOS) agreements offered by social media sites with their AG.
6. Review and understand security documentation and privacy settings offered by the social media site.
7. Assess the necessity to implement 3rd-party products or services that can monitor and/or secure applications offered by social media sites.

B. Users Should:

1. Address issues only within the scope of their specific authorization and unless prohibited by statute or policy, identify themselves as State employees and provide agency contact information.

2100-G010: Guidelines for Use of Social Media

2. Create profiles and related content that is professional, appropriate with the public trust associated with one's position, and conforms to existing standards.
3. Respect brand, trademark, copyright, fair use, disclosure of processes and methodologies, confidentiality, and financial disclosure laws.
4. Review and understand security documentation and understand how to implement privacy settings offered by the social media site.

C. Users Should Not:

1. Post or release proprietary, confidential, sensitive, personally identifiable information (PII), or other State government Intellectual Property on social media sites.
2. Speak in social media web sites or other on-line forums on behalf of an agency, unless authorized by the agency head.
3. Speak on behalf of the State unless authorized by the Governor.
4. Mix their personal and professional information.
5. Utilize tools or techniques to spoof, masquerade, or assume any identity or credentials except for legitimate law enforcement or public safety purposes.
6. Use current logon credentials for State computer systems on social media sites.
7. Engage in off-topic, vulgar, denigrating, or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
8. Endorse commercial products, services, political parties, political candidates, groups or entities.
9. Lobby elected officials or members of the legislature.
10. Violate the State's privacy, confidentiality, and any applicable legal guidelines for external communication.

D. When Posting:

1. All statements must be true and not misleading. All claims must be substantiated and approved.
2. Never comment on anything related to legal matters, litigation, or any parties the State may be in litigation with without the appropriate approval; get permission to publish or report on conversations that are meant to be pre-decisional, private, or internal to the State; have all necessary permissions when posting about other government entities.
3. Pause and think before posting; reply to comments in a timely manner, when a response is appropriate; post meaningful, respectful comments; no SPAM.
4. If posted content is ugly, offensive, denigrating and completely out of context, the content should be rejected and removed.

2100-G010: Guidelines for Use of Social Media

E. Other

1. Published content is persistent in the public domain. Assume your communications are in the public domain, available for publishing or discussion in all forms of media.
2. Personal thoughts, even in clearly personal venues, may be misunderstood as expressing official agency and/or State positions. Assume that your comments will be read by those outside of State government.
3. By identifying yourself as a State employee, you are creating perceptions about you, your expertise, your colleagues, managers, and the State. Be sure that all content associated with you is consistent with your work and with the State's values and professional standards.
4. If you are about to publish something that makes you even the slightest bit uncomfortable, do not post the statement.
5. Use of social media tools should never interfere with your primary duties, with the exception that use of social media tools is your primary duty.
6. If you make a mistake, admit it.

G. Suggested Sites:

a. Blogging	Blogger	http://www.blogger.com/home
b. Bookmarking (shared)	del.icio.us	http://delicious.com
c. Community Network	Ning	http://www.ning.com
d. Mapping	Google Maps	http://maps.google.com
	Yahoo Maps	http://maps.yahoo.com
	Live Search	http://maps.live.com
e. Micro Blogging	Twitter	http://www.twitter.com
f. Productivity and Collaboration	ZoHo Suite	http://www.zoho.com
g. Photo Sharing	Flickr	http://www.flickr.com
	Picasa	http://picasa.google.com
h. Presentation	Slideshare	http://www.slideshare.net
i. RSS Feed Management	Feedburner	http://feedburner.google.com
j. RSS Reader	Google Reader	http://reader.google.com
k. Social Networks	Facebook	http://www.facebook.com
	LinkedIn	http://www.linkedin.com
l. Surveys	Survey Monkey	http://www.surveymonkey.com
m. Video Sharing	YouTube	http://www.youtube.com
n. Wiki	WikiSpaces	http://www.wikispaces.net

CIO Approved Date: 4/29/2011