

# 2100-P010: Social Media Usage Policy

## I. PURPOSE

This policy establishes the minimum requirements the Executive Branch shall employ with regard to the use of social media.

## II. SCOPE

This policy applies 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, podcasts, RSS feeds, data sharing, media sharing, and online collaboration.

## III. POLICY

### A. General

Agency Directors may authorize the use of social media to conduct official State business. Agency use shall conform to all current statutes, rules, orders and policies regarding the use of State IT resources.

1. Prior to authorizing and enabling access to social media, agencies shall conduct a risk assessment of the proposed connections and use, to include:
  - a. The proposed access itself;
  - b. Risk mitigation strategies;
  - c. Employee productivity;
  - d. Network bandwidth requirements and impacts;
  - e. Reputational risk to personnel, the agency, and the State;
  - f. Potential exposure or leakage of confidential, sensitive, or protected information;
  - g. Potential for malware introduction into the IT environment.

Risk analyses shall be documented and retained in accordance with records retention rules.

2. Agencies shall, at a minimum, adhere to 2100-G010: Guidelines for Use of Social Media. Agencies are encouraged to develop additional guidelines that address specific agency needs. Agency specific guidelines must be able to answer these questions:
  - a. Who can represent the agency?
  - b. What types of information will be posted?
  - c. What is the process for posting?
  - d. What is the process for retracting statements/information?
  - e. What is the process for archiving?
  - f. What is the process for records retention (i.e. is it a public record)?
3. If at any time the Attorney General renders a decision or opinion that calls into question the legality of Terms of Service (TOS) of social media being used by one agency, all Agencies will discontinue use of the site, tool, or service in question.

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### B. Other IT Policies

Agencies shall ensure that social media concerns are reflected and/or incorporated into their current policies. When drafting social media guidelines, agencies shall consider, reference, or incorporate other governance documents to include, but not limited to:

1. Statute (<http://legisweb.state.wy.us/statutes/statutes.aspx>):
  - a. Wyoming Public Records Act (16-4-201 to 205)
  - b. Public Officials, Member and Employees Ethics (9-13-101 to 109)
2. Executive Order (<http://legisweb.state.wy.us/statutes/statutes.aspx>):
  - a. EO 2000-4 Anti-Discrimination Policy
  - b. EO 1997-4 Executive Branch Code of Ethics
  - c. Internetworking Acceptable use policy (1997-10N)
3. State IT Policy (<http://cio.state.wy.us/PolicyPage/policy-page-2.html>):
  - a. 1100-P141: Information Security Awareness and Training
  - b. 1200-P142: User Responsibilities
  - c. 1200-P143: Internet Acceptable Use Policy
  - d. 3200-P161: Malicious Code Prevention
  - e. 3200-P163: Network Security Management
  - f. 3500-P010: Web ADA Compliance Policy
  - g. 3500-P015: Website Retention Policy
  - h. 3500-P132: Web Privacy Policy
  - i. 8100-P131: Information Classification
  - j. 8300-P162: Backup, Storage and Restoration
  - k. 9400-P170: User Access Management
  - l. 9400-P174: Network Connections and Management
  - m. 9400-P183: Technical Vulnerability Management
  - n. 9400-P190: Reporting Security Events and Vulnerabilities
  - o. 9400-P211: Policy and Technical Compliance

CIO Approved Date: 4/29/2011

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### Attachment A – Definition

**Social media** are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Social media is a blending of technology and social interaction for the co-creation of valued content.

(Wikipedia)