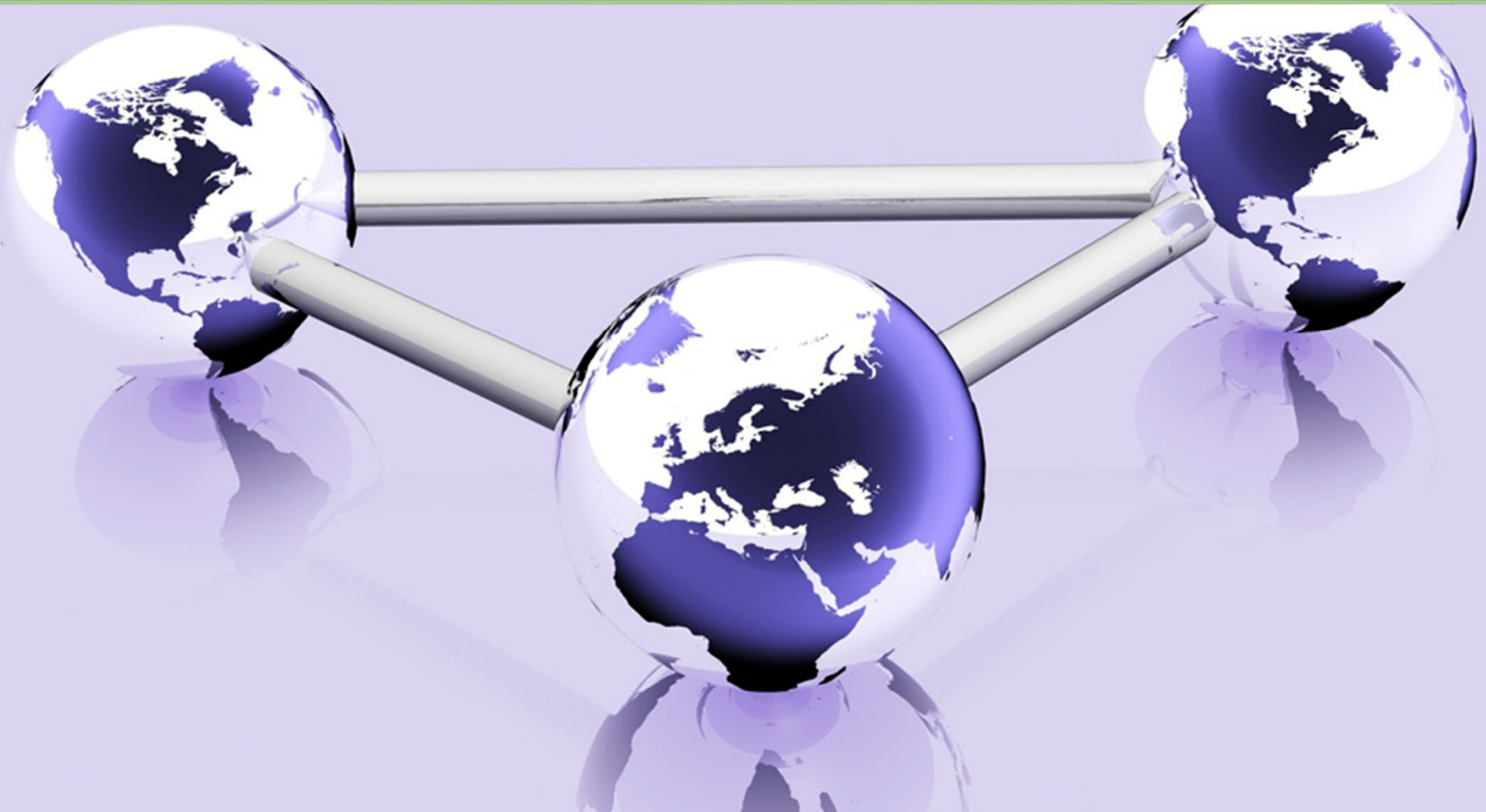


General Discussion

Developing Policies and Procedures for Social Media Sites/Services in Government Agency Settings

Division of Revenue and Enterprise Services



Developing Policies and Procedures for Social Media Sites/Services in Government Agency Settings

Potential Action Steps	Potential Organizational Participants (Lists Not Inclusive)
Develop business case that aligns with organizational mission	CTO/CIO
Garner top management support for the effort	CTO/CIO, Line of Business Manager(s) and Senior Management Sponsor(s)
Research best practices and examples	CTO/CIO and Records Professionals
Develop and hone policy and procedures draft material, ensuring participation by key stakeholders	CTO/CIO, Records Professionals, Web and Content Management Team(s), Senior Management Sponsor(s), HR, Legal, Privacy/Compliance Officer(s), Line of Business Manager(s), Public Information Officer(s), Open Public Records Staff, Members of the Public and/or Academia, Key Agency Stakeholder Groups, Internal Audit, etc.
Develop/implement content management strategy and platform based on emerging policy/procedural framework (platform consists of resources needed to capture and store social media content)	CTO/CIO and Records Professionals
Promulgate, publish and distribute to all staff	CTO/CIO and/or Chief Executive Officer of the Agency
Develop/implement acknowledge-based training	CTO/CIO, Records Professionals and HR
Control	CTO/CIO, Web and Content Management Team(s) and Records Professionals
Administer/evaluate	CTO/CIO, Web and Content Management Team(s), Records Professionals, Line of Business Representatives (designated line of business site/service administrators), Third-party auditors, etc.

Potential Elements of Policy/Procedural Framework for Social Media Sites/Services

Purpose:

Link the policy to desired outcomes.

Authority:

List the legal/regulatory authority under which the policy is promulgated

Policy Goals:

EXAMPLE -- The <Agency> shall institute and maintain a governance structure for the use of social media, which addresses five goals:

- Establishes requirements for using social media for official operations and/or communications;
- Sets forth general usage principles for employees who access social media for personal, non-official reasons;
- Defines roles and responsibilities for official use of social media;
- Links the roles/responsibilities and social media policy in general to social media procedures and related policies/procedures; and
- By addressing items 1 through 4 above, forms a sound foundation for applying social media responsibly, responsively, and securely, thus allowing the <Agency> to enhance its communicative and collaborative capacities.

Applicability (Scope of Coverage)

Indicate who must comply with the policy – for example, employees and persons who are under contract with the

Delineate the general technological scope of coverage – for example:

- Video Sharing (for example, YouTube, Facebook Live, and Vimeo)
- Blogging/Microblogging (for example, WordPress, Twitter, and Tumblr)
- Social Networking (for example, Facebook, LinkedIn, and Google+)
- Photo Sharing (for example Instagram, Snapchat, and Pinterest)
- Social Bookmarking (for example, Reddit, Digg, and StumbleUpon)
- Communal Knowledge Development/Sharing (for example, wikis, Scribd, and SlideShare)
- Online Forums, Ideation and Updating Services [for example, Google Groups, Yahoo! Groups, Ideation, IdeaScale, and Rich Site Summary (RSS) feeds]

NOTE: Social media technologies and services are Internet-based and are usually hosted by third parties such as private companies, non-profits and academic institutions. However, agencies choose to develop and host their own social media sites.

Exclusions:

Note any data and/or content repositories not subject the policy/procedures – for example, internal repositories used for daily operations like SharePoint, file shares, mobile devices (used to send and receive text messages, documents, and other public records), and personal drives. Note that excluded repositories ARE NOT exempt from general records retention and disposition requirements set forth in agency-specific records retention schedules and the State's general records retention schedules. In this connection, best practice would be for the agency to establish and administer a long term electronic records repository or service that connects with BOTH the social media and general electronic records management programs.

Operational Elements:

Define official use and the requirements for using social media sites/services for this purpose.

Link usage to related agency policies – for example, Open Public Records, Acceptable Use of the Internet, Anti-Discrimination/Workplace Violence, Ethics, etc.

Set general usage principles to non-official use of social media

Define roles and responsibilities and connect this information with specific procedural sets that cover the life-cycle of social media sites/services.

Example Procedural Flow for Establishing a Social Media Site or Service for Official Agency Business

Step 1

Agency's Information Technology /Web
Liaison

Sends an email request to establish a social media site or service to the Communications Director, with copies to the Agency's CTO/CIO, Web and Content Management Team, and the Head of the Agency

Requests must include:

- Agency Name
- Type of social media
- Purpose of the site/service and the types of communications the site/service will contain – for example, announcements, interactional posts, video/audio files, etc.
- Justification for using the site/service, with an emphasis on alignment with the Department's mission
- Link to the site/service's terms of service (TOS)
- Proposed agency site/service administrator(s)

Step 2

Communications Director with
CTO/CIO

Reviews request for alignment with Agency's mission, branding requirements, and other considerations deemed relevant by the Agency

Sends an email indicating approval or rejection of request, with copies to the CTO/CIO and the Head of the Agency)

Step 3

Agency's Information Technology /Web
Liaison

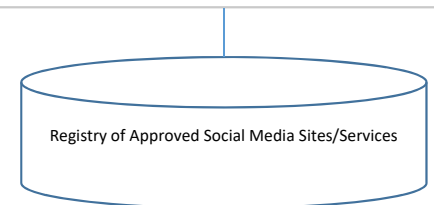
If approved, activates site/service and sends email to Web and Content Management Team confirming the activation, with copies to the CTO/CIO, and the Communications Director

Step 4

Web and Content Management Team

Adds information on the activated site/service to the Registry of Approved Social Media Sites/Services and adds link to the site/service to applicable web pages

Registry of Approved Social Media Sites/Services



Example of Agency Responsibilities for Using and Maintaining Approved Social Media Sites and Services

Step 1

Agency Head

Sends an email to the CTO/CIO confirming and designating the Site/Service Administrator(s)

The confirmation/designation communication must include statements that make it clear that the administrator(s) is/are responsible for the following:

- Keeping the site/service content up to date;
- Posting a moderation statement;
- Ensuring the site/service is monitored and moderated on a daily basis;
- Taking moderation actions as appropriate;
- Following the applicable records retention and disposition procedures;
- Ensuring the agency has an authoring process in place;
- Complying with litigation hold/discovery instructions and the Open Public Records Act (OPRA);
- Reporting all changes in login credentials to the Web and Content Management Team or CTO/CIO;
- Providing reports on site/service usage and effectiveness of the site/service.

Step 2

Agency's Information Technology /Web Liaison or Other Authorized Employee Acting as Site/Service Administrator

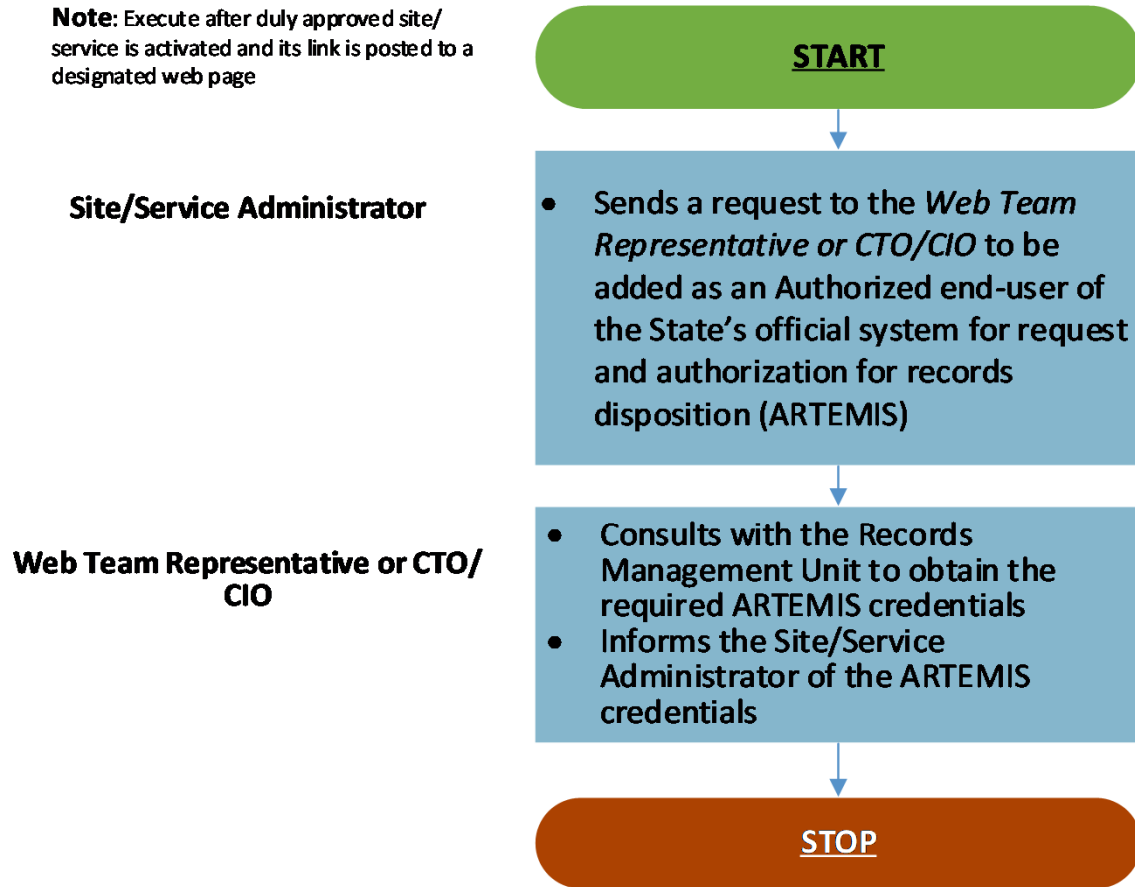
On an On-Going Basis:

- Keeps the site/service content up-to-date and relevant for the targeted audience;
- Posts a moderation statement if the social media account will permit citizens to post comments or content directly to the site/service;
- Ensures the site/service is monitored and moderated on a daily basis;
- Takes moderation actions as appropriate, including removal and storage of inappropriate content;
- Ensures the agency has an authoring process in place that includes formal agency approvals for all postings and documenting each post with the following data elements:
 - Date of posting
 - Author
 - Approval authority (person who approved the post)
 - Title of the post
 - Description of the post
- Complies with records retention and disposition requirements;
- Complies with litigation hold/discovery instructions and produces content in response to Open Public Records Requests;
- Reports all changes in login credentials to the Web and Content Management Team or CTO/CIO;
- Provides reports on site/service usage and effectiveness of the site/service; and
- Follows the applicable records retention and disposition procedures.

****Execute the confirmation/designation process above any time there is an addition of a new Site/Service administrator. If a Site/Service administrator is removed from the role, so indicate in the communication to the Web and Content Management Team or CTO/CIO.**

Example Procedural Flows Depicting Content
Retention/Disposition Management and
Site/Service Decommissioning

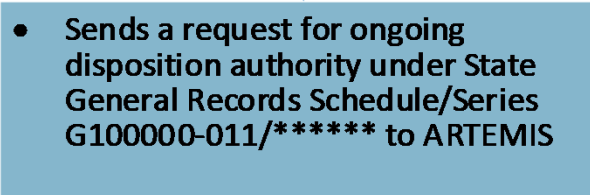
A. Obtain Log-in Credentials for Request and Authorization to Dispose of Content (Records) Posted to Approved Social Media Sites/Services



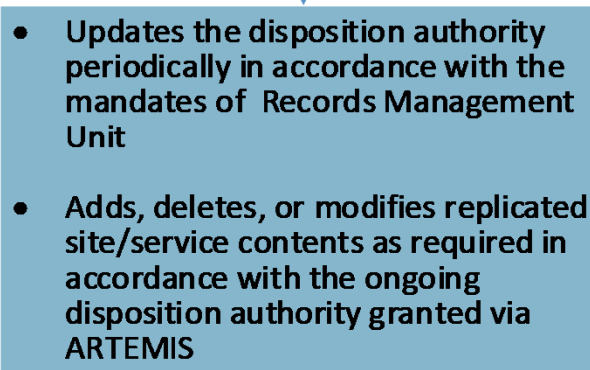
B: Obtaining On-going Authorization to Dispose of Content Classified as Replicated

Note: Execute after duly approved site/service is activated and its link is posted to a designated web page, and once annually thereafter (renewal) until the site/service is decommissioned.

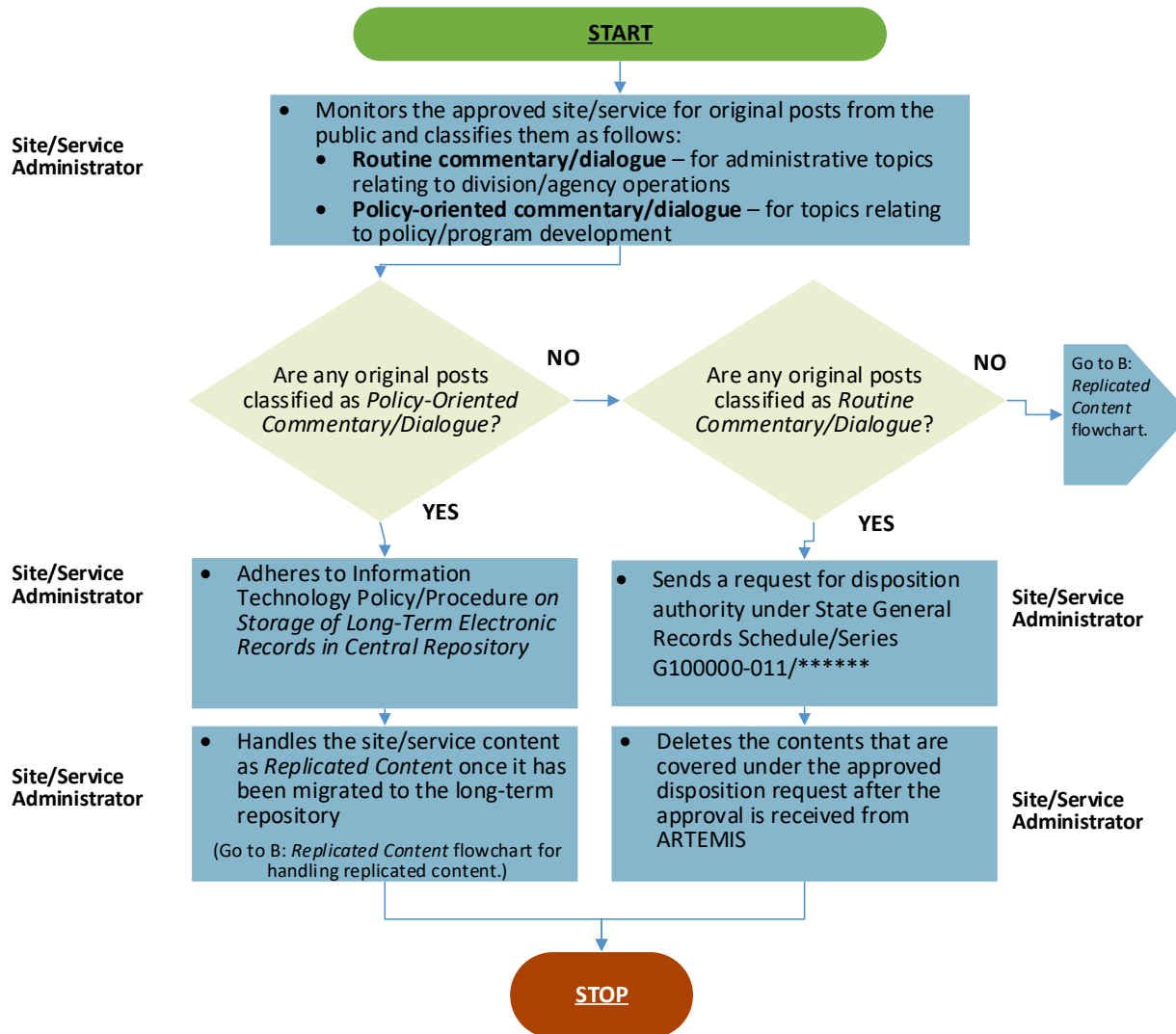
Site/Service Administrator



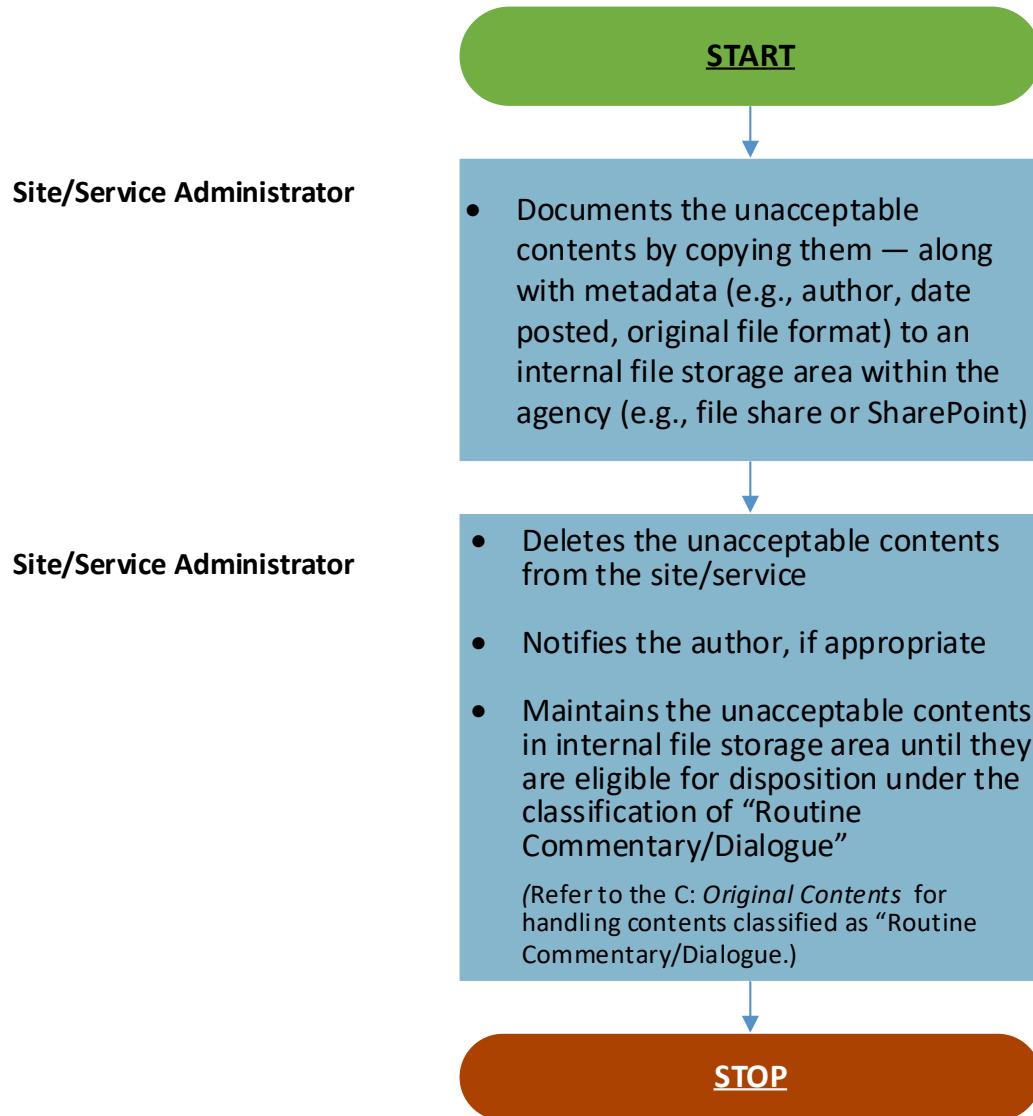
Site/Service Administrator



C: Managing Original Content (Policy/Program-oriented and Routine)



D: Deleting Unacceptable Content



E: Decommissioning a Site/Service

