



POLICY NAME: SOCIAL MEDIA ACCESS AND ACCEPTABLE USE POLICY

COVERED ISSUES:

**PURPOSE
DEFINITIONS
ALLOWABLE SOCIAL MEDIA SITES
REQUIREMENTS TO GAIN ACCESS
ACCEPTABLE USE
EXECUTIVE RESPONSIBILITIES
TERMINATION OF ACCESS**

POLICY NUMBER:	IT-0001	EFFECTIVE DATE:	07-15-2011	REVISION DATE:	N/A
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DIRECTOR SIGNATURE:

Electronic copy for publication and distribution through the Department of Workforce Services Intranet. Original, signed, policy may be viewed in the Human Resources Office.

PURPOSE

Participating in social media can lead to a better customer experience. The purpose of this policy is to outline the appropriate use of social media tools for the Department of Workforce Services' staff. This policy will allow staff members who want to engage in social media the ability to do so in a professional manner. Allowing the use of social media will connect the Department with constituents to engage in conversations with clients and to create public awareness about the Department. Social media includes various forms of information sharing and uses technology to create web content producing communication and conversations. The Department of Workforce Services encourages the use of social media to further the goals of the Department where appropriate.

The vision for allowing access to social media is multi-faceted. Leadership views social media tools as tools to:

- Provide a means to connect locally with businesses and job seekers,
- Promote free services offered by the Department,
- Provide safety tips for employers,
- Engage in conversations with clients who may be facing difficult situations,
- Promote a strong Department culture,
- Promote the Department as a whole,

- Become a leader among government entities engaging in social media,
- Encourage the free-flow of information,
- Provide critical data that businesses need to make sound decisions, and
- Raise awareness about workforce issues facing the State of Wyoming.

Every staff member promotes the Department of Workforce Services whether this promotion takes place during one-on-one discussions with clients, eligibility determinations, presentations, coaching sessions, auditing, inspecting, etc. In essence, as an employee of the Department, each staff person is a marketer of the Department's services. Allowing the use of social media is simply one more communication tool that staff can access to share pertinent non-confidential Department information.

The Department of Workforce Services staff members that choose to access social media tools shall adhere to the standards and expectations outlined in this policy.

DEFINITIONS

Confidential Information - Any data, whether it be technical, financial, operational, personal, or strategic, that if improperly used or disclosed to unauthorized parties (or parties that do not have official authorization to view the information from the Department), could adversely affect Department operations, or be otherwise damaging to the Department or its clients.

Social Media - Includes various forms of information sharing and uses technology to create web content producing communication and conversations. The many technologies and forms include RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcasts, social networking, social book marking, mashups, widgets, virtual worlds, micro-blogs, and more.

Follower, Friend or like entity - These are persons, pages or other representatives that participate in various social media outlets. For example, a Friend is used on Facebook to connect with other Facebook users and a Follower is used with Twitter to follow the messages someone else Tweets (publishes using the Twitter service).

Gaming -Activity on a social media outlet that includes, but is not limited to, role playing, building and maintaining virtual worlds, or playing of any type of game.

ALLOWABLE SOCIAL MEDIA SITES

The accepted social media sites include:

- Facebook
- Twitter
- LinkedIn

Other sites may be added at a later time if Leadership determines it necessary.

REQUIREMENTS TO GAIN ACCESS

It is important to note that all staff will not be required to engage in social media. Instead, staff who are interested in the medium and who receive Administrator approval can participate.

Staff members who are interested in social media must take the following steps:

- Contact their Administrator and seek approval.
- If the Administrator approves, he or she will notify Marketing, and Marketing will conduct the Social Media Training as to how the tools are to be utilized.
- Once the Marketing Administrator has signed off that the employee has received the Social Media Training and the staff member has signed the Social Media Access and Acceptable Use Policy, IT will be notified and will allow access.
- Once access is granted, staff members must connect (friend, follow, etc.) with the Marketing Administrator, the IT Administrator for Workforce Programs, and the IT Administrator for Standards and Compliance. If a staff member does not friend or follow the above named Administrators, access will be terminated.

The Department encourages a balance between professional and personal use of social media tools. This policy only governs professional use. Personal use of social media tools during business hours, on state-owned property or use that represents personal viewpoints as those of the Department is strictly prohibited. Violations of this standard will be addressed using the discipline guidelines outlined in the State of Wyoming Personnel Rules.

The Social Media Access and Acceptable Use Policy establishes that staff members who use social media tools in a professional capacity are required to create a professional account that is tied to their professional email address (firstname.lastname@wyo.gov). Staff members must keep their professional and personal accounts completely separate. Only official Department business conducted via the approved social media tools is allowed on a professional account.

Professional use means that a staff member is posting comments about the Department of Workforce Services or any of its services. Personal use means that a user is posting about topics that are not related to the Department of Workforce Services in any way. Professional page status updates must be related to work or highlight department news.

If staff members choose to participate, they are making a commitment to participate regularly. The success of social media is dependent on its usage. When an employee is granted access and does not post, the intent of allowing social media is lost. Staff members that participate will be expected to post at least twice a week. However, they are

encouraged to post more often. Staff members further are required to monitor their accounts daily so that any conversations that clients post are addressed in a timely fashion.

ACCEPTABLE USE

The goal behind allowing staff to access social media sites is to provide another communication avenue while at the same time protecting the Department's digital security. For this reason, staff members that choose to participate in social media for professional purposes are not allowed to download applications or engage in any form of gaming from any social media site. In addition, clicking on third-party advertising is prohibited.

Authentication credentials used for posting on social media sites must conform to the Department's password standards outlined in the IT Department's Policy.

Staff accessing social media tools on behalf of the Department using their professional accounts must remember that they are representing the Department regardless if access is conducted during business hours or on state-owned property. If a staff member is logged into his or her professional social media account and is conducting official business, he or she is representing the Department regardless of time of day or of physical location. However, employees shall not earn over-time or compensation time for engaging in social media activities in a professional capacity outside of their normal working hours.

Keep in mind that any social media post is viewable by all with online access. In addition, posts are permanent. While on some social media sites users can delete posts, they have no way to tell whether that post has been re-posted or re-broadcasted already and to whom. Therefore, staff members must treat each post as permanent.

Staff members accessing social media are required to be diligent in the type of information posted. Information that is strictly not allowed to be posted includes:

- Client identifying information (i.e. names, social security numbers, addresses, phone numbers, federal tax ID, birthdates, case numbers, claim numbers, file numbers, etc.);
- Information regarding a client's particular situation;
- Information regarding a client's eligibility status;
- Department information that has not been published publicly;
- Internal department information posted in the Workforce Weekly or Executive V-Blog;
- Profanity, off-color comments, and insults of any kind;
- Posts that touch on race, creed, politics, gender, age, and/or sexual orientation;
- Lobbying of any kind;
- Violations of copyright or intellectual property laws;
- Negative comments about the Department, staff or programs;
- Anonymous posts;

- Any photographs of Department property that are not public;
- Links to irrelevant information not pertaining to the Department; and
- Any other topics that the Leadership Team may explicitly identify.

To protect privacy, staff members are never to post any confidential, proprietary, or personally identifiable information such as social security numbers, direct phone numbers, claimant information, etc., in the body of comments or content. This applies to the staff member's personal information and to anyone else's personal information, including, but not limited to, clients, claimants, employers, partners, co-workers, and other state employees. This further applies to any Departmental confidential or proprietary information.

When participating in social media sites, staff members are encouraged to adhere to the following:

- Be professional.
- Respect client privacy.
- Be discrete.
- Be customer-focused at all times.
- Provide the same level of exceptional customer service as in any other client interaction.
- Proofread posts before they are submitted.
- Make as many connections with constituents as possible.
- Behavior must be consistent with the State of Wyoming Ethics Executive Order (1997-4).
- Staff must clearly identify themselves with their first and last names.
- Comply with applicable federal and state laws, regulations, and policies. This includes, but is not limited to, adhering to laws regarding copyrights and intellectual property, records retention, access to public records, the Freedom of Information Act, First Amendment, privacy laws, and information security policies established both by the Department of Workforce Services and the State of Wyoming.
- Whenever possible, staff members are encouraged to provide links to more information at the Department's official websites.
- Address questions, concerns, or complaints that may come up while engaging in social media in a professional manner, and notify your supervisor of the conversation.
- Stick to your area of expertise and provide unique, individual perspectives on what is going on in the department and in the world. If a topic comes up that is outside of your area of expertise, notify your supervisor.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic.
- Always pause and think before posting. That said, reply to comments in a timely manner, or with a response that is appropriate.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.
- Only add or follow those with whom you are familiar.

Staff members that participate in social media must remember that they are representing the Department, and their online professional behavior must mirror their in-person professional behavior.

Field offices are asked to refrain from creating their own Facebook pages for their offices. For example, the Casper Workforce Center wants a Casper Workforce Center Facebook page. Instead of creating the page, please contact the Marketing Administrator; the page will be created by the Marketing Team. This will ensure brand consistency and adherence to the Department's color and logo guidelines. The Marketing Administrator, IT Administrator for Workforce Programs, and the IT Administrator for Standards and Compliance will be made administrators of any group page created on behalf of the Department. If group pages are discovered that were not created by the Marketing team, those pages will be disabled.

All official presences on social media sites are considered an extension of the Department's information networks and are governed by State of Wyoming Internet Acceptable Use Policy (1200P-143) which is also subject to public records laws. Staff members must know that there is no expectation of privacy when utilizing any type of social media outlet. Social media activity conducted on state-owned computers and/or mobile devices will be subject to the same monitoring guidelines as all other internet usage.

If staff members encounter incorrect information about the Department online, they should let Human Resources know immediately. Employees themselves should not attempt to correct any such information or involve themselves in an exchange with others on that topic online. Instead, allow Human Resources to approach the issue and encourage a subject matter expert to address the concern.

EXECUTIVE RESPONSIBILITIES

Every six months the Marketing Administrator, IT Administrator for Workforce Programs and the IT Administrator for Standards and Compliance will review the allowable social media sites and may recommend to the Department's Service Team new social media outlets for addition and/or removal of social media outlets.

The Marketing Administrator, or designee, will monitor content on each of the Department's social media sites to ensure adherence to the Social Media Access and Acceptable Use Policy for appropriate use, message and branding consistent with Department standards and the Department's Mission and Vision.

TERMINATION OF ACCESS

The use of social media is a privilege. If a staff member violates the provisions outlined in this policy, he or she may lose social media privileges, and in addition, may face disciplinary action up to and including termination of employment as outlined in the State

of Wyoming Personnel Rules. Social media access may also be terminated at an Administrator's request, for personal social media use, for a security breach, or for workplace productivity concerns.

In addition, upon termination of employment by an employee, his or her professional social media presence shall be removed. The Department requests that the staff member remove the social media presence themselves as a courtesy. If, upon termination of employment, an employee does not remove all social media presences associated with their employment, the IT Administrator for Workforce Programs or the IT Administrator for Standards and Compliance will remove it within 48 hours of notification of termination.

**State of Wyoming
Department of Workforce Services**

**Social Media Policy
Acknowledgement & Participation Permission**

Section I – Staff Information

I, _____, have read and understand the DWS Social Media Policy. I agree to comply with the provisions of the DWS Social Media Policy. Further, I certify that I have completed the DWS Social Media Policy Training module.

Signature of Staff Member

Date

Section II – Administrator Approval

I, _____, grant permission for _____ to utilize approved DWS social media outlets in accordance with DWS Social Media Policy.

Signature of Administrator

Date

Section III – Information Technology

_____ has been granted access to the approved DWS social media outlets.

Signature of IT personnel granting access

Date