



# STATE OF HAWAI‘I

## Office of the CIO

Category	<b>Social Media</b>	Title	<b>Use of Services Offered by Social Media Sites for Official Purposes</b>
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### I. PURPOSE

The purpose of this policy statement is to assist state agencies on the use of social media services for official purposes.

### II. SCOPE

This document serves as the main framework for the Social Media Policy. Specific policies will be developed for each approved social media application.

This policy applies to all agencies in the Executive Branch of the State of Hawaii, and personnel in such state agencies who are or will be acting in an official capacity on behalf of an agency with respect to the use of social media services.

This policy also applies to any persons or contractors retained by an agency to assist the state agency on the use of social media services.

This policy does not apply to state employees using social media services in their personal capacity for personal purposes.

### **III. TERMS AND DEFINITIONS**

As used this policy, “social media services” means the services offered by “social media sites” maintained mostly by third parties. Generally, “social media sites” are websites that are capable of providing information, and more importantly, facilitating user participation, networking and collaboration through the submission of user-generated content.

Examples of current social media sites include: (i) social networking sites, such as Facebook™ and LinkedIn™; (ii) microblogging sites, such as Twitter™; (iii) blogs; (iv) wikis; (v) video sharing sites, such as YouTube™; and (vi) bookmarking sites such as Del.icio.us™.

### **IV. POLICY**

Social media services can provide agencies with an opportunity to effectively and efficiently communicate with citizens, to communicate with and participate in the larger community, and to promote open government.

Accordingly, agencies are permitted to use social media services for official agency business in a manner that supports the agency’s mission. The following are examples of appropriate uses of social media services:

- Deliver public information and customer service
- Communicate directly to the public without a filter, especially during crises and emergencies
- Increase government transparency and efficiency

Prior to using social media services, each agency must assess the risk(s) and the value associated with the use of social media services.

This policy is meant to help agencies understand the risk(s) and value, and outline some best practices for social media usage.

#### **1) SOCIAL MEDIA SERVICES APPROVED FOR USE BY STATE AGENCIES.**

Policies and guidance specific to a particular social media service must be reviewed.

#### **2) AGENCY PLANNING FOR THE USE OF SOCIAL MEDIA TO COMMUNICATE WITH THE PUBLIC; PLAN.**

BEFORE starting to use social media services, agencies should carefully consider the following:

- i) **UNDERSTAND THE SOCIAL MEDIA SERVICES:** Social media services can foster information-sharing with the citizens and the public, keep pace with fast-moving events in real time<sup>1</sup> (e.g., crisis, disasters, emergencies, etc.), and harness the collective ingenuity of the public to support the mission of the agency. Take the time to become familiar with the array of social media services in terms of how they work and what they can offer to government agencies.

*[Practice pointer: Consider consulting with other agencies using social media to learn from their experiences.]*

- ii) **PURPOSE(S):** Identify the purpose(s) for using the social media services, and how the social media services will foster or fit into the communication strategy and mission of the agency. Bear in mind that the purpose(s) for using social media services will evolve over time as the agency garners experience, feedback, and comfort with the use of the services.
- iii) **CONTENT:** Consider the type of content you intend to communicate through the use of social media services. Identification of the content will assist in determining other aspects such as the target audience, the frequency of use of social media services, the required resources, and retention requirements.
- iv) **FREQUENCY:** Consider how often you anticipate the need or opportunity to post content. Personnel resources will vary with the frequency of the posting of content. Keep in mind that failure to post content that is active, timely and current can negatively affect the efficacy of the effort to use social media services.
- v) **TARGET AUDIENCE(S):** Consider the target audience that you are intending to reach with the social media services. Each service is different in terms of engagement, content, and community norms. Market research, metrics, and other data can help in defining your audience and the particular social media services to use.
- vi) **SCALE:** If the agency does not already possess experience and a level of comfort with the use of social media services for the agency's business, the agency may want to initially limit the use of social media services to static one-way communications.

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<sup>1</sup> Note that Social Media providers do not offer any level of service agreements or assurances for delivery of content and should not be depended on for life-safety communications.

Starting on a small scale will also assist the agency in gauging the type and number of personnel and other resources needed, including the willingness of the agency to assign personnel to monitor and act upon public comments/feedback.

- vii) INTERNAL RESOURCES: Identify the internal resources needed to use the social media services. Social media requires an investment in resources to make it work.
- viii) INTERNAL POSTING PROTOCOL: Identify the personnel who will be authorized to post content on the social media services, and the approval(s) that personnel will be required to obtain before content is posted.
- ix) CONTENT PROTOCOL: The agency should provide clear internal guidelines on the content permitted to be posted via the use of social media services.
- x) INTERNAL RETENTION PROTOCOL: All content posted via the use of social media services must be recorded and stored. It is the responsibility of the director/head of the agency to ensure that the content is recorded and stored.
- xi) PUBLIC COMMENTS: Some types of social media allow comments from the public, e.g., blogs, YouTube, Facebook, etc. If you intend to permit comments, you should:
  - (i) implement a comment policy – this policy is sometimes referred to as a takedown policy;
  - (ii) establish the internal protocol for administering the comment policy;
  - and (iii) train the personnel who will be administering the comment policy.

*[Practice pointer: Before activating the comments feature for a social media service, gain experience with the use of the social media service. This experience can provide insight into the staffing requirements needed to moderate the comments.]*

- xii) METRICS FOR GAUGING EFFECTIVENESS: Before implementing your social media plan, define what success should look like and how you are going to measure it. Examples of measurements include subscriptions, page and blog views, and click-throughs. Establish a regular reporting schedule.
- xiii) SERVICE CONTINUITY: Generally, social media services are provided by third parties at no cost and without a specific contract. Given the manner by which these services are offered, the agency should be aware that features, access, terms of service, and other facets of the social media service may change over time. Consideration should therefore be given as to the extent to which the agency will exclusively rely on a particular service. The agency should consider its contingency plan in the event of unacceptable changes in the service, or termination of the service.

**THE SOCIAL MEDIA SERVICES PLAN:** After identifying the matters above, the agency should prepare a Social Media Services plan. The plan should be discussed with and approved by the director/head, all agency staff involved, and the person in charge of the social media services on a day-to-day basis.

Once the appropriate approvals have been obtained, the proposed Social Media Services plan shall be submitted to the CIO for review and approval before the implementation or use of a social media service.

The plan must be reviewed by the agency once per year. The review should include an assessment of posted content ensuring alignment with the plan, analysis of community involvement to include statistics, and any proposed changes. The review document once approved by the director/head should be submitted to the CIO for review and approval before any readjustment takes place.

### **3) GUIDELINES ON THE USE OF SOCIAL MEDIA BY STATE EMPLOYEES.**

#### **i) Authorization.**

- (1) The agency shall connect to and exchange information with only those social media service sites that have been identified in the agency's Social Media Services plan and approved by the CIO.
- (2) The director/head of the agency or his or her designee must authorize the participation of identified state personnel in social media services for official purposes, and the posting of agency information.
- (3) State personnel authorized to speak on behalf of the agency or the State shall identify themselves when posting or exchanging information via social media services, and shall address issues only within the scope of their specific authorization.
- (4) The posting of information or events which are not under the sole authority or responsibility of the agency is prohibited unless written specific authorization has been granted to that agency in advance.
- (5) When registering for social media services, state personnel shall use their official state email address.

(6) If the application requires a USERNAME, one of the following addresses must be used to provide the public with a consistent method of searching for and finding official State identities:

- <http://twitter.com/agencynameHlgov>
- <http://facebook.com/agencyname.Hlgov>

(7) The agency shall develop and maintain an up-to-date social networking matrix that identifies state personnel participating in social networking activities. The matrix shall include:

- The social networking application name (i.e., MySpace, Twitter, Facebook, etc.),
- The first and last name of the individual,
- The username (if applicable),
- The email address, and
- The account login information (e.g., user name, password, etc.).

A copy of the agency's social networking matrix shall be provided to the CIO.

(8) Upon termination of personnel (or authorized contractors), the director/head of the agency shall be responsible for removing/deleting social networking registrations of such state personnel and contractors.

## **ii) Terms of Service.**

(1) A social media site not owned or operated by the State is subject to the terms of service agreement of the provider. Since some of the terms may not be acceptable or appropriate to the State or to your agency, the terms must be vetted by legal staff before the site is used.

## **iii) Copyright Protection.**

(1) The director/head of the agency shall approve the posting of content created by others before the content is posted. The agency shall do the following when posting content created by others:

- Credit appropriately. Identify all copyrighted or borrowed material with citations and links. When publishing any material online that includes another's direct or paraphrased quotes,

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thoughts, ideas, photos, or videos, always give credit to the original material or author, where applicable.

- Obtain copyright releases for all such material from the creators or indemnification from the entity for which the material is to be posted.
- Logos, seals, URLs and trademarks, other than the State's, may not be used without written consent of the owner or an authorized representative.
- Obtain personality right releases for each image of a person who may have a potential claim to such a right or indemnification from the entity for which the material is to be posted.
- Do not reference, cite, or publish information, views or ideas of any third party without their written consent and only as permitted by the State for the purpose of conducting business on behalf of the State.
- The changing or editing of postings made by others (e.g. the public) by the moderator or agency is not allowed, only the complete removal for violation of established policy.

#### **iv) Disclaimers and Disclosures.**

(1) Determine if a disclaimer or a disclosure is needed.

- A disclosure is a statement of information or risks associated with the social media. For example, an office must disclose that comments are moderated.
- A disclaimer makes a statement that limits or specifies rights or obligations. An often-used disclaimer is the standard exit disclaimer when you include a link to an outside website.
- To the extent possible, the agency shall include clear disclaimers that their views represent the best interest of the State and its citizens.

**v) Posting and Comment Guideline; Ethical Conduct.**

- (1) State personnel should be mindful that they represent the agency and the State when working in their official capacity while online. As such, state personnel are subject to all agency and State requirements addressing prohibited or inappropriate behavior in the workplace, including acceptable use policies, user agreements, sexual harassment policies, etc. Remember that you are “speaking” for the Agency when you are working in your official capacity.
- (2) Content shall be clear, direct, positive, honest, ethical, and written in the first person.
- (3) Content shall be relevant and timely:
  - Relevant: Information that helps citizens; and
  - Timely: Information about deadlines, upcoming events, news or current events.
- (4) Provide facts, not opinions.
- (5) Do not disclose, use or comment on the following:
  - Matters in litigation;
  - Claims that could be brought or asserted against the agency, its personnel, or the State.
  - Anything that would be construed as providing legal advice.
  - Nonpublic information, including any information designated as confidential, privileged, or any other type of information that may not be disclosed, even if someone else asks you for it.
  - Personnel, sensitive or confidential information of any kind.
  - Medical information that violates a person’s Health Insurance Portability and Accountability Act (HIPAA) protections.

(6) Maintain ethical conduct when using social media services:

- Do not post content that you would not say in a speech given in your official capacity.
- Do not post content that is graphic, vulgar, obscene, explicit, profane, sexually explicit, racial comments or submissions, abusive, hateful, or intended to defame anyone or any organization.
- Do not post content that contains threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
- Do not post content that is invasive of a person's privacy.
- Do not post content that violates a law, or suggests or encourages illegal activity.
- Do not misuse your position for your own gain or to help others inappropriately.
- Do not endorse any product, service, company, non-profit organization or any other enterprise.
- Do not engage in any partisan political activity.
- Do not fundraise for any charitable or political organization.
- Do not attempt to directly or indirectly lobby.

(7) Before you post any content via social media services, pause, read the content again, and make sure that you want to send the content. If you have any doubts, do not post the content until you have discussed the matter with the agency's director or public information officer.

**vi) Security and Privacy.**

(1) Before participating in any online activities, understand that anything posted online through social networking is available to anyone in the world. Any text or photo placed online is completely out of your control the moment it is placed online – even if you limit access to your site.

- (2) State personnel shall not post information, photos, links/URLs or other items online that would reflect negatively on any person, entity, or the State.
- (3) State personnel shall not provide home addresses, local addresses, personal phone number(s), birth date, as well as personal location or personal plans on a weblog or other social network system, or any other personal identifying information including information defined in HRS chapters 487N, 487R, and Acts 135 and 136, Session Laws of Hawaii 2006.
- (4) Use of social media services shall comply with the security and privacy policies/standards of the State. Information posted by an agency via the use of social media services will be treated as a government record that is open to public access and subject to retention requirements.
- (5) Each agency is responsible for reporting and responding to information security and privacy incidents, including breach notification requirements.
- (6) Unlike static web pages, social media services can allow for two-way communication allowing new paths of communication to the State from the public. Threats, adverse or slanderous comments, or allegations made against the state, its employees, or contractors shall be promptly reported by the agency to the CIO.
- (7) Agencies and state personnel shall not utilize tools or techniques to spoof, masquerade, or assume any identity or credentials except for legitimate law enforcement purposes, or for other legitimate State purposes as defined in agency policy. Any user information collected through the State web pages and social media pages shall be treated as confidential.
- (8) Account login information (e.g., user name, password, etc.) should only be disseminated to appropriate state personnel listed in the social networking matrix referred to in section 6.a.7 above.
- (9) Strong passwords should be used. The passwords should be changed whenever there is a change in the state personnel listed in the social networking matrix referred to in section 6.a.7 above. Refer to the "Information System Access Policy" published by the Information and Communications Services Division - Version 1.0 (August 26, 2009).

**vii) Accessibility.**

- (1) Content posted via social media services must be accessible to all persons, including persons with disabilities, unless it would impose an undue burden on the agency.
- (2) If making the content accessible would impose an undue burden on the agency, or would otherwise fall under an exception, you should provide alternative access

**viii) Comments by the public.**

- (1) Some social media services allow users to add comments, e.g., blogs, YouTube, and Facebook. Agencies should use caution if use of social media services contemplates the receipt of public comments. Agencies should consult with their legal counsel on the type of forum to be created, the takedown policy for the removal of inappropriate comments, and the resources needed to monitor the comments.
- (2) Agencies shall not use social media services to receive formal comments in connection with rulemaking, contested cases, or other administrative proceedings governed by HRS chapter 91.
- (3) If the agency decides to accept comments by the public, the agency shall comply with the following:
  - (a) Moderate all comments before they are public if the tool allows pre-moderation.
  - (b) If comments cannot be moderated before posting, comments must be reviewed as soon as possible during business hours after they become accessible by the public.
  - (c) Any comments that are removed or not posted due to comment policy violations must be documented by the agency along with reason for the removal or non-posting of the comment.

## V. ENFORCEMENT

Violations of this policy will be governed by the policies of the agency, and applicable laws and regulations. All employees must comply with the State of Hawaii, Department of Human Resources Development's Policy No. 103.001, "Acceptable Usage of IT Resources".

## VI. REFERENCES AND ATTACHMENTS

N/A

## VII. COMMENTS AND SUGGESTIONS

Comments, recommendations, proposals, or suggestions regarding the contents of this document may be sent either via email to [oitm@hawaii.gov](mailto:oitm@hawaii.gov) or in writing to:

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## VIII. REVISION HISTORY

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