

SUBJECT Social Media Policy

PURPOSE

To establish the Department's position and approval process regarding the proper business use of social-media computer technology by employees or by contractors performing work for the Department. Social media is used by the agency primarily as a communication tool and sometimes as an investigative tool.

DEFINITIONS

Social media refers to any interactive Web-based technologies used for social networking and for sharing, discussing and/or developing content. Types of social media include, but are not limited to, blogs, video- or photo-sharing sites, and social-networking sites. Examples of social-media sites include, but are not limited to, YouTube, Flickr, Twitter and Facebook.

Social networking refers to the use of social media for building online communities and/or communicating with groups of individuals.

Terms of Use refers to the terms established by the Department to govern agency-sponsored social media sites.

Terms of Service refers to the terms established by a third-party social-media application provider, which must be accepted before a user is given access to the tool.

POLICY

1. **The Department authorizes the use of social media for business purposes only.**
Representing the Department in any social-media capacity must be approved by the Department's Communications Director and by the Assistant Commissioner for the division from which the request originates.

See section 3 for additional requirements that apply to the Department's employees who work in WorkSource field offices.

- A. Authorization to use social media must be granted jointly by the Communications Director and the requesting division's Assistant Commissioner. If the Communications Director and Assistant Commissioner cannot reach agreement, the Deputy Commissioner will decide whether to approve or deny the request.
- B. Requests to use social media must be submitted through the online [authorization process](#). Examples of use include, but are not limited to: posting on social-media sites, creating or logging on to a social-media account, engaging in social-networking activities, or investigating unemployment insurance fraud.
- C. Exemptions to the full request-authorization process may be granted by the Communications Director, except in the case of Employment Security employees based in WorkSource offices who are subject to section 3. Primarily, this authority shall be used to address urgent needs or to authorize and record changes to the staffing, use or management of previously approved social media.

D. If a social-media tool requires an email address as part of the registration process, a Department-issued email address must be used. The Communications Office, in consultation with the Information Technology Security Office, will determine the appropriate email address to use on a case-by-case basis. Employees may not use their personal social-media account/s or email addresses to conduct Department business.

2. This policy does not prohibit the use of interactive, online applications that are primarily intended for professional development or technical support.

Professional-development sites such as LinkedIn and technical-support tools such as Microsoft Developer Network are exempt from the request authorization process if used solely for an employee's professional development, to search for and recruit candidates for Employment Security job vacancies, or to obtain technical assistance. These sites may not be used for social networking to conduct Department business unless authorized as required in Sections 1 and 3.

A complete list of applications exempted from authorization for the purposes stated in this section is available on the Department's [social-media intranet site](#).

3. The Department is committed to working collaboratively with workforce development councils to decide whether and where to deploy social media pertaining to Washington's WorkSource system.

The following requirements apply to Employment Security Department employees who are based in WorkSource centers and affiliates.

- A. An employee must obtain the approval of his or her manager before submitting a [request for authorization](#) to use social media.
- B. Completed request forms must be submitted to the relevant Employment Security Department area director, who will consult with the workforce development council's executive director before deciding whether to move forward with the request.
- C. Area directors will submit completed request forms that have their approval to the Department's Communications Director and the Assistant Commissioner of the Employment & Career Development (ECD) Division, indicating whether the request also has the support of the workforce development council's (WDC) executive director.
- D. The Communications Director and the ECD Assistant Commissioner will process the request in accordance with Section 1 of this policy, taking into consideration any concerns expressed by the WDC's executive director.
- E. Prior to approving a request for authorization that does not have the support of the WDC's executive director, the Communications Director will consult with the Department's Deputy Commissioner and the Assistant Commissioner of the WorkSource Standards & Integration Division.

Authorization of changes

Once a request for authorization has been approved, the Communications Director and ECD Assistant Commissioner jointly may approve subsequent changes to the staffing or management of an approved social-media site or account without further review by the WDC executive director. Requests for additional social-media accounts (e.g., a second or third Twitter account) or proposals to expand or substantially change the use of previously approved social media are subject to the full authorization process.

4. Employees using social media sites for business purposes will conduct state business in a manner that is consistent with public service and trust, and that contributes to the overall business integrity and organizational effectiveness of the Department. Personal use of social media is prohibited.

A. Employees authorized to use social media must:

- i. Never release information that is designated as private or confidential by law or administrative rule.
- ii. Comply with IT security requirements.
- iii. Read and comply with a social media site's Terms of Service and Privacy Policy. Approved social-media sites must be consistent with federal and state privacy laws and policies.
- iv. Comply with copyright requirements.
- v. Post a Terms of Use statement and the [Department's privacy statement](#) on Department-sponsored social-media sites.
- vi. Retain content in accordance with the Department's [Records Management Policies](#). Social-media content is a public record.

B. The Department has the authority to monitor employee use of social media to ensure appropriate use. Audit trails or any available reports used to log employee use of social media remain the property of the Department and may be accessed or reviewed to monitor compliance with this policy, conduct investigations, or for other operational purposes. Evidence of unauthorized or inappropriate use collected during monitoring may be used for administrative, criminal or other action.

5. Social-media use is subject to all federal, state and Department laws and policies.

A. Social media is subject to all Department policies and standards guides, including but not limited to:

- 0005 [Records management program](#)
- 0013-1 [Reasonable accommodation and nondiscrimination on the basis of disability](#)
- 0014 [Harassment prevention](#)
- 0021 [Equal-opportunity affirmative action](#)
- 0031 [Data classification and protection](#)
- 0030-1 [Security breach notification](#)
- 0033 [Employment Security graphic standards](#)
- 1016 [Employee conduct](#)

- 2010 [Automated systems security](#)
- 2016 [Use of department information technology system](#)
- [Employment Security Writing Standards and Style Guide](#)
- [WorkSource Washington Brand Standards Manual \(for WorkSource field staff\)](#)

- B. Social-media use is subject to federal and state laws, policies and guidelines, including but not limited to:
- i. [Guidelines and Best Practices for Social Media Use in Washington state](#)
 - ii. Information Services Board [policies, procedures, standards and guidelines](#)
 - iii. Information Services Board [Web Presentation and Accessibility Standards](#)



Social-Media Request Authorization form

COMMUNICATIONS OFFICE

Date: _____
Name of requestor: _____
Division and office: _____
Supervisor's name: _____

Requestor, please complete questions 1-8.

1. **Clearly state the business need that social media will address.** Identify your goals, who will benefit, how they will benefit, and how you will measure success. (150 words or less)

2. Does the department or your workforce development area already offer a tool that could meet your needs? If not, please explain why existing social-media site/s or account/s do not meet your needs.

3. Specifically, what social media tool are you requesting to access?

4. Briefly describe how social media fits with your larger communication efforts. Who's your target audience? What other communications strategies or tools are you using to address this business need? (150 words or less)

5. How do you plan to avoid violating customers' right to confidentiality? (150 words or less)

6. Would a subscription to the social-media site be required to accomplish the goals described in this request?

Yes No

7. Beginning with the "lead user," list the employee(s) who would be responsible for managing the requested social-media tool. All employees who will have access to the site must be listed and authorized in advance. (Please remember that social-media posts may have broad reach and will reflect on the agency. Therefore, be sure to select employees who have good writing skills.)

Name	Title	Division/Program/Unit
1.		
2.		
3.		
4.		
5.		
6.		

** **Lead user** will be responsible for submitting reports, training other authorized users, notifying the Communications Office if an authorized user leaves his/her current position, etc.*

8. Include a brief description of your staffing plan. How will you train and prepare staff to use social media? Will you cross-train back-up staff (e.g., for coverage during vacations or illness)? How frequently and for how long do you expect to use social media? What will you do when the employee(s) responsible for managing the tool leave the agency? (250 words or less)

Final instructions: If your proposal references an existing communication or social-media plan that exists for your office, WorkSource area, etc., please submit that document with this request.

Requestor, please mark to confirm

- I have read and understand the department's [social-media policy](#) and the state's [Guidelines and Best Practices for Social-Media Use](#).
- I understand my responsibilities related to [privacy and copyright](#).
- I understand my responsibilities related to [public records and retention](#).
- I have read the department's [terms-of-use statement](#) and, if authorized to use social media, I will comply with these terms.
- I understand that I will be required to report to the [Communications Director](#) about my use of social-media.
- I understand that all employees authorized to use social media must use appropriate grammar, punctuation and spelling, and that employees who repeatedly exhibit poor writing may lose their social-media authorization.
- I confirm that all employees listed in section #5 have read and understand the requirements of this section.

Employee (electronic signature)

Date

NEXT STEP: Save the completed request to your computer, then email to your supervisor.

Supervisor section

Describe who will be responsible for supervising or monitoring the use of social media by the requested employees? How will that supervision occur? (150 words or less)

Please mark to confirm

- I support this social-media request.
- I understand that, if authorized to use social media, we must demonstrate that we are meeting our business goals and meet quality standards in order to maintain access to social media.

Supervisor (electronic signature)

Date

NEXT STEPS: Save the completed request form to your local hard drive, then attach it in an email to the [Communications Director](#) and your division's Assistant Commissioner for

review. (ESD staff located in WorkSource field offices and affiliates must first email their requests to their ESD Area Director, as follows.)

For requests from WorkSource field offices, the ESD Area Director must complete the following

- I have consulted with my area's WDC Executive Director, and we jointly support this social-media request.
- I have consulted with my area's WDC Executive Director, and I am submitting this social-media request without his/her support.

Enter name of Area Director

Date

Area Director: Submit approved request to (*Communications Director and ECDD Assistant Commissioner*).