

OIC Social Media Policy

Policy No.34:

Effective Date: February 12, 2015



PURPOSE

To provide guidance and direction to all OIC employees regarding the proper use of social media during business hours and outside the workplace..

POLICY

OIC uses social media to interact with and engage Washington consumers, media, insurance producers, stakeholders and other interested parties in the work we do. We use social media to help us achieve our strategic goals of educating and protecting consumers, educating producers and engaging the media.

Employees must comply with state rules outlined in [WAC 292-110-010](#), [RCW 42.52](#) and agency policies governing the use of state equipment and resources.

PROCEDURE

A. OIC Social Media

The Deputy Commissioner for Public Affairs or designee is responsible for establishing, managing and posting content on all OIC social media accounts, which include, but are not limited to, Facebook, Twitter, YouTube and Instagram. Employees other than the Deputy for Public Affairs or designee may not establish or use social media accounts on behalf of the Commissioner or the agency. However, employees are encouraged to share suggestions for social media use and content with the Deputy for Public Affairs and Public Affairs staff.

- a) Content and comments posted to agency social media accounts may not contain:
 - Vulgar, offensive, threatening or harassing language or personal attacks.
 - Political statements, such as comments that endorse or oppose political candidates or ballot propositions.
 - Promotion or advertising of commercial services, entities or products.
 - Confidential, proprietary or legally sensitive information about OIC business and/or employees, insurers and consumers.

- Personal information that can identify the person who posted it.
 - Comments or information that suggests or encourages illegal activity.
 - Multiple off-topic posts that are repetitive or are copied and pasted.
- b) OIC has the right to ban any users who repeatedly violate this policy.
- c) The OIC monitors all social media accounts it owns and all mentions of the OIC on other social media accounts. The OIC reserves the right to remove any comments posted on its social media accounts that contain any of the disallowed content listed above.
- d) Comments posted on any agency social media account do not constitute giving official notice to the agency, including public records requests.
- e) Public Affairs replies to inquiries submitted through social media as necessary. Public Affairs may reach out to program staff for answers to questions posted on our social media.
- f) Employees may not post comments on, through or visible on any social media account when the employee has identified himself or herself as an employee. This constitutes an action on behalf of the agency and is subject to this policy.

B. Employees' Personal Social Media Accounts

1. Employees have the right to establish and maintain personal social media accounts outside of business hours using personal, non state-owned equipment and resources. Activities on these personal social media accounts will not be grounds for disciplinary action unless said activities are a conflict of interest as set forth in RCW 42.52 or are detrimental to the employee's work performance or the program of the agency.
2. Employees who choose to list their OIC affiliation on a personal social media site must not represent opinions on behalf of the agency.

C. Definitions

1. Social media is web-based technology that enables and facilitates communication and/or networking. Social media can refer to any web-based technology that makes possible rapid communication and/or networking through the Internet and/or cellular networks.

2. Social media includes text, images, audio, and video. Examples of social media include but are not limited to:

- Blogs and microblogs, such as Twitter
- Social networks, such as Facebook
- Professional networks, such as LinkedIn
- Video sharing and vlogs, such as YouTube and Vine
- Audio sharing
- Photo sharing, such as Flickr and Instagram
- Social bookmarking, such as Reddit and Digg

Approving Authority:



Mike Kreidler, Insurance Commissioner

2-12-15

Date