



STATE OF DELAWARE  
**DEPARTMENT OF TECHNOLOGY AND INFORMATION**  
 801 Silver Lake Blvd.  
 Dover, Delaware 19904

<b>Doc Ref Number:</b>		<b>Revision Number:</b> 0
<b>Document Type:</b>	Enterprise Policy	<b>Page:</b> 1 of 7
<b>Policy Title:</b>	Social Media Policy	

<b>Synopsis:</b>	Provide guidelines for conduct by State Employees who will use Social Media and Social Media venues to engage with customers on behalf of the State of Delaware.		
<b>Authority:</b>	Title 29, Delaware Code, §9004C - General powers, duties and functions of DTI "2) Implement statewide and interagency technology solutions, policies, standards and guidelines as recommended by the Technology Investment Council on an ongoing basis and the CIO, including, but not limited to, statewide technology and information architectures, statewide information technology plans, development life cycle methodologies, transport facilities, communications protocols, data and information sharing considerations, the technique of obtaining grants involving the State's informational resources and the overall coordination of information technology efforts undertaken by and between the various State agencies;"		
<b>Applicability:</b>	This Policy is applicable to all users of the State of Delaware communications and computing resources. DTI is an Executive Branch Agency and has no authority over the customers in Legislative and Judicial Branches, as well as School Districts, and other Federal and Local Government entities that use these resources. However, all users, including these entities, must agree to abide by all policies, standards promulgated by DTI as a condition of access and continued use of these resources.		
<b>Effective Date:</b>	4/1/2009	<b>Expiration Date:</b>	None
<b>POC for Changes:</b>	Lynn Hersey-Miller, Chief Program Officer		
<b>Approval By:</b>	Secretary Jim Sills, Chief Information Officer		
<b>Approved On:</b>	4/1/2009		





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**I. Policy**

**EXECUTIVE SUMMARY**

Social Media and Web 2.0 are terms that describe Internet-based technology communication tools with a focus on immediacy, interactivity, user participation and information sharing in multiple ways. Just as email and static websites were new communication venues in the previous decade, Social Media today refers to venues such as Blogs, Video/Photo posting sites, social networks, forums and online customer support chat sites. Social Media tools help citizens interact with their government in the individual’s preferred method and time schedule and fosters a culture of greater transparency.

**PURPOSE**

Provide guidelines to State Organizations and employees to use existing and future Social Media technologies to provide information and interact with customers in Social Media venues in the performance of state business, within the framework deemed appropriate by State Organization authorities. Provide guidelines for conduct by State Employees who will use Social Media and Social Media venues to engage with customers on behalf of the State of Delaware.





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## POLICY STATEMENT

**Identification and Origin:** During the use of a Social Media channel on behalf of the State of Delaware, the response will either be “individual” (from a State Employee), or “organizational” (from a State Organization):

- i. Individual, originating from a State Employee: The State Employee must disclose the following information within their communication: First and Last Name, Contact Information (at a minimum a State E-mail address must be provided—but including more information is permitted), and their organization (Department or Agency Name). Examples: On behalf of his organization, John Smith responds to a blog posting, a forum posting, a Yahoo! Answers question, a customer/user comment, etc.
- ii. Organizational, originating from a State Organization: The State Organization must disclose the following information as part of their use of a communication channel: Organization Name and a single point of contact for inquires about the channel (at the minimum, a general E-mail address—but including more information, such as the Organization’s Telephone Number, is permitted). Examples: The Department of State uses a Flickr photo-sharing group. Cultural and Historical Affairs uses a Twitter feed. The Department of Natural Resources and Environmental Control uses the State’s YouTube video channel.

**Accurate Information:** State Employees and State Organizations must not knowingly communicate inaccurate or false information. All reasonable efforts should be made by the State Employee or State Organizations to provide only verifiable facts—not unverifiable opinions.

**Ethical Conduct:** State Employees and State Organizations will act and conduct themselves according to the highest possible ethical standards. A summary of the key points of ethical Social Media conduct are reproduced below:

- i. Customer protection and respect are paramount.
- ii. We will use every effort to keep our interactions factual and accurate.
- iii. We will strive for transparency and openness in our interactions and will never seek to “spin” information for our benefit.
- iv. We will provide links to credible sources of information to support our interactions, when possible.





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- v. We will publicly correct any information we have communicated that is later found to be in error.
- vi. We are honest about our relationship, opinions, and identity.
- vii. We respect the rules of the venue.
- viii. We protect privacy and permissions.
- ix. In cases where we moderate interactions, customer opinion is respected and accepted regardless of whether it is positive or negative, provided customer opinion is “on topic” and not offensive, denigrating, or completely out of context.

**Confidentiality vs. Undue Caution:**

- i. Confidentiality: State Employees and State Organizations must protect all State of Delaware information that is considered to be non-public in nature, per State Organization and State policies pertaining to information classification and disclosure.
- ii. Undue Caution: When using Social Media, exercising undue caution about the release of public information is discouraged. To be as transparent as possible, as much information as can be communicated—without disclosing information of a specifically non-public nature—should be disclosed.

**Agency Adoption:** Any state organization that will establish new Social Media venues on behalf of the State of Delaware shall coordinate the implementation of these new online venues with the Government Information Center (GIC). This coordination will ensure that the implementation of Social Media Venues is cohesive at an enterprise level. Additionally, the GIC will provide, as needed, training on best practices to ensure professional use of this medium by state organizations.

**IMPLEMENTATION RESPONSIBILITY**

DTI and the GIC will implement this policy, with a state organizations’ staff during the course of normal business activities, including project execution and the design, development, or support of systems. DTI will provide technical leadership in security, network performance issues and application usage. The GIC will lead in content and statewide coordination implementation.

DTI will manage the overall network usage of social media sites, particularly as it relates to bandwidth and malware/exploit issues. Accordingly, as required, DTI may filter some or all sites categorized as Social Media to mitigate complications of use.





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The minimum requirements and restrictions in this policy govern any existing or future State Organization Social Media policies.

State Organization Social Media policies that refer to this policy but are more restrictive than this policy (for example providing more specific guidelines based on local situations and needs) are permitted.

### **ENFORCEMENT and WAIVER**

DTI will enforce this policy during the course of normal business activities, including review of proposed projects and during the design, development, or support of systems. This policy may also be enforced by others during the course of their normal business activities, including audits and design reviews.

State employees/representatives using Social Media venues to communicate officially on behalf of his/her organization and/or state government should have prior organization management authorization/permission.

If there is ambiguity or confusion regarding any part of this policy, contact the point of contact defined in the header of this policy.

## **II. Definitions**

**Social Media** – Primarily Internet and mobile-based tools for sharing and discussing information. The term most often refers to activities that integrate technology, telecommunications, and social interaction, alongside the construction of words, pictures, video, and audio. Examples include, but are not limited to:

- a. Forums
- b. Weblogs (blogs, vlogs, microblogs, presence applications)
- c. Wikis
- d. Social Bookmarking
- e. Social Communication Sites
- f. Podcasts
- g. Photos
- h. Videos (video, vlogs, livecasting)
- i. Real-Time Web Communications (chat, chat rooms, video chat)





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**Web 2.0** – The term “Web 2.0” describes the changing trends in the use of World Wide Web technology and web design to enhance creativity, communications, secure information sharing, collaboration, and functionality of the web.

**Social Media Venue** – A Web site that leverages Social Media and communications tools for its visitors. Examples include YouTube, Flickr, FaceBook, Wikipedia, Twitter, forums, messageboards, etc.





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### III. Development and Revision History

Initial version established **4/1/2009**

### IV. Approval Signature Block

<b>Name &amp; Title:</b> Cabinet Secretary - State Chief Information Officer	<b>Date</b>

### V. Listing of Appendices



**"Enabling Excellence In Delaware State Government"**