Topics:
mobility [2], cloud [3], BYOD [4]

Social Media Guidelines [1]

GM-11-002 Social Media Guidelines

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PURPOSE

The emergence of social media sites using Web 2.0 technologies, such as Facebook and Twitter, gives the State an enormous opportunity to inform and interact with its citizens. Many State agencies have already implemented Twitter and Facebook pages, but most installations of these tools exist only as another way to push information to people, such as a news release. These media can potentially give citizens a new way to talk with government, encourage two-way communication and allow more citizens the opportunity to ask questions and provide input to their government.

The newer tools present yet another risk area for State information and data. This standard outlines the approach that should be followed by agencies which elect to use these media to identify and manage these risks. The approach incorporates industry best practices.

GUIDELINES

(Referenced State enterprise standards are in brackets and listed at the end of this document)

An agency which uses social media to provide business services shall:

- Develop an agency strategy (or business case) surrounding the value of social media based services [SM-09-003, SM-10-006, SM-08-103, SM-09-001] and determine what type of service to use, identify how it would be of benefit, what are the costs?

References:

- *?Challenges in Federal Agencies? Use of Web 2.0 Technologies?*, Statement of Gregory C. Wilshusen, Director, Information Security Issues, Testimony Before the Subcommittee on Information Policy, Census and National Archives, July 22, 2010
- http://www.archives.gov/social-media/strategies/ [5]
- http://govsocmed.pbworks.com/w/page/15060450/Web-2-0-Governance-Policies... [6]

- Perform a risk analysis of intended business and technical functions [SS-08-041].

References:

- Legal Risk ?

  There is an excellent discussion of legal issues located at http://www.inqbation.com/government-policy-on-the-use-of-social-media [7]

- Employee Risk ?