

Tips for Public vs. Private Media Tools

TOOL	PUBLIC ACCOUNT	PRIVATE ACCOUNT
Email	<ul style="list-style-type: none"> ➤ Your private business could be a public record. ➤ Potentially misusing government resources. 	<ul style="list-style-type: none"> ➤ If conducting public business, the email is still a public record even if it is on your private email <ul style="list-style-type: none"> ▪ Makes it difficult for government to respond to litigation and records requests because the records are not in possession of government ▪ Exposes the private email account to review ▪ Security concerns for sensitive data <p><i>Tip: If your jurisdiction does not have its own official government account, set up a free web-based email account – such as AnyownTwpClerk@anyfreewebemail.com – that you use solely for conducting official agency business. Be sure to consider succession issues if person leaves position suddenly and the government doesn't have access to that account.</i></p>
Phone	<ul style="list-style-type: none"> ➤ Questions could be raised about using public money for private calls. ➤ Even if permitted by work, perhaps because the phone has unlimited data usage and calls, text messages and data usage could be public record. ➤ Phone bill could be open to public records requests. 	<ul style="list-style-type: none"> ➤ If you are in position where it matters who you talk to, you need a record of who you talked to and when (for example, procurement). ➤ Work-related text messages sent from a personal phone are still public records and can open your phone up to legal review or discovery.
Social Media	<ul style="list-style-type: none"> ➤ Record retention can be difficult because the data is stored by third party who can delete it at any time. ➤ How will you and/or do you capture dynamic, rapidly changing websites? ➤ If you have record copies of what has been posted maintained elsewhere, do you need to retain and/or document its existence on the social networking site? ➤ Are comments left by the public 'records'? ➤ Make sure what you are posting is appropriate for government to be saying. You want to avoid endorsements or putting up things unrelated to the government. 	<ul style="list-style-type: none"> ➤ Avoid disclosing confidential information learned at work. ➤ If you complain about work/supervisor, you could be subject to disciplinary action or potentially a libel suit. ➤ Making posts while on job leads to questioning whether you are misusing government time. ➤ Work-related postings are subject to public records rules. ➤ Work related postings on a social media sight of questionable taste or reputation may reflect poorly on the public entity.

