

# Tips for Social Media Use

## BENEFITS OF USING SOCIAL MEDIA

- 👍 IMPROVED COMMUNICATION WITH CONSTITUENTS
- 👍 OPPORTUNITIES FOR COMMUNITY ENGAGEMENT
- 👍 COLLABORATION AND EXCHANGE OF IDEAS
- 👍 INCREASED ACCESS TO PUBLIC INFORMATION
- 👍 LITTLE OR NO COST TO UTILIZE

## PITFALLS OF USING SOCIAL MEDIA

- 👎 BLURRING THE LINE BETWEEN PERSONAL AND OFFICIAL USE
- 👎 LACK OF CONTROL OVER SITE
- 👎 POTENTIAL FOR CRITICISM OR NEGATIVE FEEDBACK
- 👎 DIFFICULTY IN MAINTAINING PUBLIC RECORDS
- 👎 THE INTERNET IS FOREVER – ONCE IT IS POSTED, IT CAN'T BE TAKEN BACK

### ITEMS TO CONSIDER WHEN DEVELOPING GOVERNMENT POLICY FOR THE USE OF SOCIAL MEDIA TOOLS:

- Goals and Objectives:** *Set clear goals and objectives for utilizing social media. Identify your agency's target audience and the expected outcome of use.*
- Identify Stakeholders:** *Identify your stakeholders and ensure agency goals and objectives are aligned.*
- Policy Considerations:** *Consider policies and procedures concerning records management, human resources, IT in consultation with your legal counsel.*
- Account Management:** *Ensure policies are in place to manage the creation, maintenance, preservation, and destruction of social media accounts.*
- Employee Use & Access:** *Consider who will have access to the accounts, policies concerning use, and consequences of inappropriate use.*
- Content Management:** *Ensure the agency is able to effectively manage content. Considering standards for information accuracy, syntax, and removal of obsolete information. Identify what information will need to be retained and whether information posted are primary records or secondary copies.*
- Legal Issues:** *Ensure all local, state, and federal laws and regulations are followed. Consider issues related to privacy, freedom of speech, freedom of information, accessibility, and public records laws.*
- Security:** *Ensure policies are in place to manage what information is placed online, username and password protection, and how to handle the removal of inadvertent posts, especially if the posts contain protected information.*
- Training:** *Develop a plan for training staff on policies and procedures and how to use agency social media accounts.*
- Advertisement:** *Consider how to promote the social media tool, in order to encourage users to participate. An example might be asking similar organizations to add a link to your site.*
- Evaluation:** *Develop measures for evaluating the success of usage. If the time invested in developing and managing a social media tool is not proportional to the goals and objectives established by your agency, then a new strategy is needed.*
- Citizen Conduct:** *Develop policies concerning citizen conduct and the removal of inappropriate content. Consider what information should be retained to document the transaction.*

