### Tips for Public vs. Private Media Tools

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<tr>
<th>TOOL</th>
<th>PUBLIC ACCOUNT</th>
<th>PRIVATE ACCOUNT</th>
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| Email | ➢ Your private business could be a public record.  
➢ Potentially misusing government resources.                                                    | ➢ If conducting public business, the email is still a public record even if it is on your private email  
  ➢ 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  
  *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. |
| Phone | ➢ 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. | ➢ 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 | ➢ 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. | ➢ 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. |