



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

Doc Ref Number:	AC-SOC-001	Revision Number:	3
Document Type:	Enterprise Policy	Page:	1 of 8
Policy Title:	Social Media Policy		

Synopsis:	Provide guiding principles for conduct by State Employees who will use Social Media and Social Media Platforms to engage with customers on behalf of the State of Delaware.
Authority:	<u>Title 29 Chapter 90C Delaware Code, §9004C</u> – General Powers, duties and functions of DTI “2) Create, implement and enforce statewide and agency technology solutions, policies, standards and guidelines, including as recommended by the Technology Investment Council on an ongoing basis and the CIO”.
Applicability:	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 Local Education Agencies, 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.
Effective:	4/1/2009
Reviewed:	2/26/2024
Approved By:	Chief Information Officer
Sponsor:	Chief Technology Officer





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I. Policy

EXECUTIVE SUMMARY

Social Media is a term that describes 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 previous decades, Social Media today refers to venues such as video/photo posting sites, social networks, 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 appropriate guiding principles to State organizations and employees using Social Media to engage with customers in the course of State business.



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POLICY STATEMENT

Identification and Origin: During the use of a Social Media channel on behalf of the State of Delaware State Organizations must disclose the following information as part of their use of a communication channel: Organization Name and point of contact for inquiries about the channel (at the minimum an official website—but including more information, such as the Organization’s Telephone Number, is permitted). This information can be included in the organization profile.

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.
- 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



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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 establishes new Social Media Platforms 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 Platforms 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.

Account Management on Social Media Platforms: Each State organization utilizing Social Media Platforms must:

- Adhere to each Social Media Platform’s account and profile rules.
- Use two factor authentication.
- Use business manager accounts when available.
- Establish at least 2 administrator accounts for each Social Media Platform.
- Consider the use of scheduling software to help manage content and accounts across multiple platforms.
- Utilize notifications and alerts to inform multiple individuals (use distribution lists when possible) when activities occur on Social Media Platforms.



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- Verify accounts if supported by the Social Media Platform.
 - Follow each Social Media Platform’s guidance for getting verified.
- Not use State passwords (desktop password/Okta password) on Social Media Platforms.
- Involve legal counsel in the decision to utilize Social Media Platforms.
- Document a manager-approved process for establishing and maintaining accounts on Social Media Platforms including the removal of a staff members access.

IMPLEMENTATION RESPONSIBILITY

DTI and 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. 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.

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 (for example providing more specific guidelines based on local situations and needs) are permitted.

The State’s Social Media and Streaming Media Guidelines provides information to agencies, including Local Education Agencies, regarding the processes for obtaining access to social media and streaming media.





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Use of TikTok

To reduce risk, adhere to the federal guidance, and address national security concerns, TikTok is not permitted on State-owned devices, and it is blocked on the network as an unauthorized website. If an agency has a compelling business reason to maintain the channel for communication purposes, then the account must be maintained utilizing non-State issued devices and outside the State network – while also accepting the inherent risks associated with the short-form video sharing platform.

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 Platforms to communicate officially on behalf of their 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 TASC.

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. Social Media Platforms
- b. Podcasts
- c. Photos



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d. Videos (video, vlogs, live streaming)

Social Media Platform– A Web site that leverages Social Media and communications tools for its visitors. Examples include YouTube, Facebook, Wikipedia, X, Instagram, etc.

III. Development and Revision History

Date	Revision
4/1/2009	Rev 0 – Initial version
9/4/2012	Rev 1 – Updated the point of contact
5/6/2015	Rev 2 – Minor updates to the wording
2/26/2024	Rev 3 – Added a reference to Social Media and Streaming Media Guidelines. Added TikTok content. Added account management content.



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IV. Approval Signature Block

Name & Title:	Date
State Chief Information Officer	

V. Listing of Appendices

Social Media and Streaming Media Guidelines

