Policy: 8070-4- Social Media Policy
Section: Web Standards
Office/Department: Office of IT Applications

Reports To: Division of Information Tech
Contact: 404-631-1000

PURPOSE

This document establishes agency wide social media use policies, procedures and guidelines intended to mitigate associated risks from use of this technology where possible.

SCOPE

This policy applies to Georgia DOT employees, consultants, service providers, consultants, contractors performing business on behalf of the Department.

RESPONSIBILITY

Within the terms of this policy, the Director of Communications and CIO has the authority to determine and establish social media policy, procedures and activity at the agency level.

A. Director of Communications and its designee

- Oversee and confirm decisions regarding social media networks including authorization of sites
- Verify staff being authorized to use social media tools
- Maintain a list of social media domains, active account logins and passwords
- Consult with IT to ensure social media material is archived including providing a list of all social media URLs and contact information

B. Chief Information Officer and its designee

- Identify and approve all social media tools/web sites available for authorized use

C. Agency Management

- Ensure that employees are made aware of this policy and all other related policies
- Take appropriate steps to enforce compliance

SUPPORTING DOCUMENTS

Doc ID
Title
Description
Effective date

GTA Guidelines

Social Media Guidelines (GM-11-002)

Social Media: https://gta-psg.georgia.gov/psg/social-media-guidelines-gm-11-002

Outlines the approach that should be followed by agencies which elect to use Social Media

06/08/2011

GDOT Policy

8010-3

User Responsibilities and Acknowledgements to the Information System Policy

This has been established to safeguard systems and reduce business and legal risk.

06/04/2010

GDOT Policy

8030-3

Password Authentication

This is established to implement authentication mechanisms such as passwords to access sensitive data and the responsibility of the user to appropriately select and protect their passwords.

04/06/2009

POLICY STATEMENTS

A. Approved Social Media Networks

Using a Social Media network shall be a risk-based business decision made by the agency's IT, Communications and Legal Offices. Representatives from these Offices shall assess the risks of utilizing a specific social networking site in comparison with the business opportunities expected. Only social media sites that have been approved by the I.T. and Communications Divisions may be used to represent the agency.

Approved sites:

Facebook: http://www.facebook.com/GeorgiaDOT
 Twitter: http://twitter.com/gadeptoftrans
YouTube: http://www.youtube.com/user/GeorgiaDeptofTrans

B. Authorized Users

Social media sites shall be created and maintained under the guidance of the Communications Office.

1. Only the Office of Communications shall have permission to create social media sites on behalf of GDOT.
2. Only the Office of Communications and designated Social Media Content Providers shall have permissions to publish content and respond to comments on social media sites on behalf of the Department
3. Authorized users shall be provided a copy of the agency's social media policy and are required to acknowledge their understanding and acceptance via signature.

C. Social Media Use and Accessibility

Georgia DOT shall only utilize agency approved social media networks.   Access to these networks from within the Georgia DOT's IT infrastructure is limited to employees performing official agency business.

1. Social media use shall comply with applicable Georgia DOT and the State of Georgia policies, and federal law.
2. The same standards, principles and guidelines that apply to Georgia DOT employees in the performance of their assigned duties shall apply to employee social media technology use.
3. The Georgia DOT Information Technology Use Policy will govern social media use by agency employees. Any exceptions to Georgia DOT policy necessitated by social media formats or needs must be approved by the appropriate Communications and Information Technology authority in advance.
4. Agency computers, laptops and mobile devices used to access social media sites must have up-to-date security and virus control software.
5. Automatic feeds to uncensored social media site content is not permitted on an agency hosted website.
6. Usage standards shall be developed by the Communications Office for each approved social media network. These standards must be consistent with the overall strategic goals of the agency.
7. Social media networks on the approved list must be reviewed bi-annually for changes to terms of use agreements and/or new/expired offerings.

Site administrators shall consult the most current Terms of Service (TOS) in order to avoid violations. If the TOS contradict Georgia DOT policy then the Communications Office should be made aware and a decision should be made about whether use of such media is appropriate.

D. Account Management

The Communications Office is responsible for the account management for social media networks.

1. Communication's site administrators are required to document the following information:
    a. Name of the social media network
    b. Account id/username
    c. Password
    d. Registered email address
    e. Date established
    f. Authorizing representative
    g. Name of person who created account and agreed to the sites terms of use agreement and/or policy.
    h. A copy of the sites usage agreement at the time the site was created and any updated versions.
    i. A list of authorized site content authors and editors.

2. Agency social media network accounts must be created using an official agency email account
3. Maintain a list of existing official agency accounts
4. User IDs and passwords shall not be duplicated across multiple sites
5. Social media network passwords must adhere to all applicable Georgia DOT password policies.

E. Requesting the Creation of a Social Media Site

A business unit that wants to utilize a current or new social media network must submit a request to the Communications Department by sending an email to the Solutions Center (solutionscenter@dot.ga.gov).

1. The Communications Office will review each request. Upon review, the Office of Communications will issue an approval or rejection notice to the business unit.
2. Requests will only be approved if the following criteria is met:
    - Must be consistent with the Department's strategic goals.
    - Must promote a specific program, project, initiative or activity sponsored by the Department.
    - The program must have sufficient amount of information and ongoing activity to justify creation of social media site.

F. Site Administration and Content Management

1. Sites shall contain visible elements that identify them as an official agency of GDOT site. Among other items, this includes displaying official GDOT seals, contact information and a link to agency/business units' websites.
2. **http://www.dot.ga.gov/** shall remain the primary and predominant source for Internet information. Content posted on social media sites should contain links directing users to the agency's official websites.
3. Information and comments shared through social media channels shall not disclose confidential or proprietary information.

4. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.

5. Electronic information posted to a social media site by the agency, or a member of the public, may be considered a record subject to Georgia's Public Record Act.

6. All content submitted for placement on agency social media sites will be reviewed by the Communications Office for appropriateness and compliance with Georgia DOT's social media standards.

7. Approved site administrators are responsible for adding, updating and reviewing content posted to agency social media sites. Site administrators are also responsible for monitoring sites to prevent inappropriate or technically harmful information and links from being accessible to the public.

8. Site content shall be maintained in accordance with its respective Records Retention Schedule and in accordance with agency IT policies and procedures.

9. Agency use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the Georgia's Public Records Act or required to be retained pursuant to the applicable Government Code.

10. Disclaimers should be made on the profiles of each of these sites to state that official GDOT information can be found at **http://www.dot.ga.gov/** and that in the case of any discrepancies that the content on **http://www.dot.ga.gov/** be considered correct.

11. GDOT shall set all privacy settings to public.

12. Perceived or known compromises to the agency's internal network must be promptly reported to Chief Information Officer.

G. Comments / Feedback

Comments shall be moderated in accordance with the following requirements:

1. All comments shall be moderated before they are public if the social media site allows pre-moderation (commenter comments, administrator/moderator of the tool reviews the comment and posts it publically).

2. If comments cannot be moderated before posting, they shall be reviewed as soon as possible during business hours after they are public. This is sometimes referred to as "post-moderation." Ex. Facebook is a tool that does not have provisions for pre-moderation but does allow for post-moderation.

3. Comments that are removed or not posted due to comment policy violations should be documented by the moderator.

4. If a business unit is considering the use of social media sites to receive formal comments on a rule or regulation or survey shall consult with agency legal department to develop agency- or business unit-specific disclaimers to meet the agency's legal needs.

5. GDOT shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):

    a. comments not topically related;
    b. profane language or content;
    c. content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
    d. sexual content or links to sexual content;
    e. solicitations of commerce;

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conduct or encouragement of illegal activity;
information that may tend to compromise the safety or security of the public or public systems;
content that violates a legal ownership interest of any other party;

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The above guidelines shall be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available
The agency reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
Authorized social network spokespersons participating in personal social networking discussions related to agency business matters shall indicate that viewpoints are personal and may not reflect agency opinion.

Web mail

- If Web mail is required by the business unit, then a computer off the Georgia DOT network will have to be used to manage and maintain the site. All incoming mail shall automatically be redirected to a specific "group" Georgia DOT account. This would allow the regular enterprise mail filters to scan all of the incoming mail traffic; therefore providing the same level of security present with existing Georgia DOT enterprise mail accounts.
- Account or Site administrators who receive messages through the private message service offered by the social media site shall encourage users to contact them at a public e-mail address maintained by GDOT. For private messages that account administrators do receive, they shall be treated as constituent e-mails and therefore, as public records. Account administrators or another authorized staff member shall reply using their GDOT e-mail account.

References:

Click here to enter Policy references, if any.

History:

annual review: 06/14/23;
added to P&P: 01/19/12