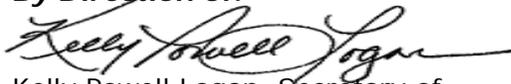


MANAGEMENT DIRECTIVE

Commonwealth of Pennsylvania
Governor's Office

Subject: Social Media	Number: 205.42
Date: February 6, 2012	By Direction of:  Kelly Powell Logan, Secretary of Administration
Contact Agency: Governor's Office of Press and Communications, Telephone 717.783.1116	

This directive establishes policy, responsibilities, and procedures for implementing the acceptable use standards for Information Technology (IT) resources for Social Media permitted for use for commonwealth business communications as described in *Management Directive 205.34, Commonwealth of Pennsylvania Information Technology Acceptable Use Policy.*

- 1. PURPOSE.** To establish policy, responsibilities, and procedures for implementing the acceptable use standards for the use of Social Media so that communications are permissible for an effective use of commonwealth IT resources.
- 2. SCOPE.** This directive applies to all authorized users to whom agency level approval to utilize Social Media has been granted, and only if the use is directly related to an authorized user's job responsibilities. It does not apply to existing tools that agencies use to interact with entities external to the commonwealth for the purpose of providing services to consumers.
- 3. OBJECTIVE.** To ensure that authorized users of commonwealth IT resources follow policy, responsibilities, and procedures outlined in this directive when preparing communications for the public through Social Media.
- 4. DEFINITIONS.**
 - a. Authorized Users.** A Commonwealth of Pennsylvania employee, volunteer or any other user who utilizes or has access to IT resources, and who has been granted agency level approval to utilize Social Media.

- b. IT Resources.** Commonwealth IT resources include, but are not limited to, the following: the commonwealth's computer systems, together with any electronic resource used for communications, which includes, but is not limited to laptops, individual desktop computers, wired or wireless telephones, cellular phones, pagers, beepers, personal data assistants and handheld devices, e.g. Blackberry devices, etc., and, further, includes use of the internet, electronic mail (email), instant messaging, texting, voice mail, facsimile, copiers, printers or other electronic messaging through commonwealth facilities, equipment or networks (collectively "IT resources").
- c. Social Media.** Web-based and mobile technologies used to turn communication into interactive dialogue. The term includes, but is not limited to, blogs, RSS, discussion boards, wikis, video sharing sites, mash-ups and folksonomies.

5. POLICY.

- a.** This directive is to be implemented consistent with *Management Directive 205.34, Commonwealth of Pennsylvania Information Technology Acceptable Use Policy*. This directive supersedes any existing IT, internet and/or electronic mail (email) use policy issued by agencies under the Governor's jurisdiction that is inconsistent with this directive, unless specific exemptions are granted by the Secretary of Administration or designee. Approved labor agreements or "side letters" should be read in a manner to effectuate both this policy and any such agreement or letter. In cases where a provision of an approved labor agreement or "side letter" cannot be reconciled with this policy, the labor agreement or side letter will control.
- b.** Only authorized users, to whom agency level approval has been granted to do so, may utilize Social Media, and only if the use is directly related to an authorized user's job responsibilities. The procedure for approval to use Social Media is outlined in Section 7, Procedures, of this directive.
- c.** Social Media are only to be used to conduct commonwealth business that produces records that have no documentary or evidentiary value and that need not be retained for future use. These records are subject to the provisions of *Management Directive 210.5, The Commonwealth of Pennsylvania State Records Management Program* and *Manual 210.9, The Commonwealth's General Records Retention and Disposition Schedule*, items G001.021, Transitory Records and G001.025, Transitory Files Confidential.
- d.** Social Media must never be used in a manner that violates other commonwealth directives and policies. All use of IT resources, including Social Media must conform with *Executive Order 1980-18, Code of Conduct*, *Management Directive 505.7, Personnel Rules*, and commonwealth policies on nondiscrimination and prohibition of sexual harassment. Violations of these issuances and policies through the use of Social Media will be treated in the same manner as other violations.

- e. **Confidentiality.** Authorized users are to ensure protection of electronic records from improper disclosure in accordance with *ITB-SEC019 - Policy and Procedures for Protecting Commonwealth Electronic Data*.

6. RESPONSIBILITIES.

- a. **Governor's Office of Press and Communications** shall:
 - (1) Approve all use of Social Media by agencies.
 - (2) Approve Editorial Plan calendars.
- b. **Governor's Office of Press and Communications, Deputy Director of Communications/New Media and Designee(s)** shall maintain access to all Social Media.
- c. **Agency Communications Officers** shall:
 - (1) Request approval from the Governor's Office of Press and Communications to establish accounts on Social Media using the process outlined in Section 7, Procedures of this directive.
 - (2) Submit the Implementation Plan, as outlined in Section 7, Procedures of this directive, to the Governor's Office of Press and Communications for approval.
- d. **Office of Administration, Office for Information Technology (OA/OIT)**, shall add and communicate approved Social Media that is to be accessible on commonwealth IT resources.

7. PROCEDURES.

- a. **Governor's Office of Press and Communications Social Media Approval Process.** The creation of all official commonwealth, agency, or Office of the Governor Accounts, Pages, and Profiles on Social Media must be approved by the Governor's Office of Press and Communications. Previously established accounts on these Social Media must also undergo the approval process outlined below.
 - (1) **Approval Process.** Should an agency request access to these platforms, the agency's Communications Officer will present the Governor's Office of Press and Communications with an Implementation Plan that must include:
 - (a) A Communications Plan outlining how the agency plans to utilize these platforms to communicate an approved message.
 - (b) A Management Plan outlining what personnel within the Communications Office will have access to the Social Media and will be charged with updating these platforms.

- (c) A Monitoring Plan outlining the process of responding to or otherwise addressing comments by users.
 - (2) Approval for the use of Social Media is within the complete discretion and judgment of the Deputy Director of Communications/New Media.
 - b. **Social Media Implementation and Usage Process.** Upon approval for use of a Social Media, the agency must adhere to implementation and usage protocols as follows:
 - (1) Create a bi-monthly Editorial Plan calendar that meets the following requirements:
 - (a) A calendar lay out for a two week period.
 - (b) Proposed updates/postings for each day during that two week period for each of the platforms.
 - (c) Secured approval of Editorial Plan calendar from the Governor's Office of Press and Communications.
 - (d) On week days, the Editorial Plan calendar must contain a minimum of one update per day.
 - (e) The Editorial Plan calendar must contain at least six updates per week.
 - (2) **Governor's Office of Press and Communications Access.** Notwithstanding other directives and policies to the contrary, when an entity receives approval for the use of Social Media, the entity must give the Deputy Director of Communications/New Media in Governor's Office of Press and Communications, and any staff that he or she designates, access to these accounts and pages with the ability to edit content, should the need arise. This access includes:
 - (a) All login information to all accounts created for official use.
 - (b) All passwords to all accounts.
 - (c) Administrative access to all Social Media pages created for official use.
 - (3) Failure to adhere to the above protocol will lead to revocation of usage approval by Governor's Office of Press and Communications.
 - c. OA/OIT shall receive notification of approved social media from the Governor's Office of Press and Communications. OA/OIT through an agency IT communication and the revision of an ITB, shall add the approved social media as an acceptable accessible website to commonwealth IT resources.