

## Idaho Technology Authority (ITA)

### ENTERPRISE POLICY – P5000 INFORMATION AND DATA

#### Category: P5040 – USE OF SOCIAL NETWORKING SITES

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#### I. AUTHORITY

Authority: Idaho Code § 67-5745C(3)

Idaho statute states in part "the Idaho Technology Authority shall:

Within the context of its strategic plans, establish statewide information technology and telecommunications policies, standards, guidelines, conventions and comprehensive risk assessment criteria that will assure uniformity and compatibility of such systems within state agencies;"

#### II. ABSTRACT

The recent and dramatic growth of Social Networking Sites (SNSs) changes the way citizens interact with information, and how they expect to interact with government. The power of social software, if properly managed, can have a tremendously positive effect on the way the government interacts with the public, interacts with its employees, and conducts its own business.

The universal impact of social software is generally recognized; however, there are significant challenges for government agencies to fully embrace and use these tools. Among these are security, privacy, training, records management, consistency, and general guidance on how and when to implement or utilize such tools.

Guidance in the utilization of social software and SNS will result in a more consistent application and use of these tools.

#### III. DEFINITIONS

**Social Networking Site** – Websites that have been created to encourage users to join one or more networks and to allow the member-users to share ideas, activities, events, and interests within their individual networks.

Though not all the following are purely Social Networking, they do have some elements of a social structure and are made up of individuals who form a type of interdependency, such as friendship or professional contacts or knowledge.

- Blogs (Many examples)
- Pure Social Networking (Facebook, Myspace, Classmates)
- Professional Networking (LinkedIn, Spoke)
- Social Bookmarking (Digg, del.icio.us)
- Microblogging (Twitter, Yammer)
- Instant Messaging (AIM, Yahoo! Messenger)
- Photo Sharing (Flickr, Picasa)
- Video Sharing (YouTube, Google Video, JibJab)
- Wikis (Wikipedia, Intellipedia)

**Social software** – Applications that encompass technologies that allow individuals to interactively participate with information and with other individuals, and to build networks based on mutual personal or professional interest.

#### IV. [POLICY](#)

For immediate implementation.

##### **Establish Agency Policies**

Each agency should establish clear guidance and procedures for posting information using SNS technologies (as they would for the release of a press release). Refer to ITA Guideline, G330, and Best Practices for Utilizing Social Networking Sites.

Agencies must be aware of official postings to their official SNSs by regularly monitoring content and comments received for appropriateness and to ensure employees using Web 2.0 technologies are following the State and Agency Policies.

Agencies and those responsible for posting content must be aware of and obey copyright laws.

In order to make the most of SNSs and for business purposes, ensure all postings, photos and videos are good quality and value to the user.

All planning and implementation should be consistent with existing state and agency policies and comply with any applicable laws, regulations, codes, or requirements.

Agencies should be aware and plan for the increased bandwidth required for SNS technologies before committing to these technologies, this being especially true of technologies using video.

##### **Records Management**

Internet-based capabilities used to transact business are subject to state and agency records retention and records management policies. All State agencies that use the internet must be aware that the State agency is responsible both for content that it creates and for content that it allows to be posted on a State site, just as it would be for more “traditional” content.

## **Security**

The Security concerns of SNSs are explained in ITA Guideline G330. Agencies must weigh the security risks of using official SNSs sites or groups for business purposes and/or allowing employee use of SNSs at work against the business benefits.

### **V. EXEMPTION PROCESS**

Refer to [Policy 1010 – Information Technology Policies, Standards, and Guidelines Framework](#)

### **VI. PROCEDURE REFERENCE**

Employees should refer to the ITA and Agency policies related to Employee Computer Use, Internet Use and Email Use. The policies in part state:

#### **Employee Usage of Internet and Privacy expectations:**

P1050 – IV – 1. Internet access is considered State property and the agency has the right to monitor the use of such property at any time. Therefore, users should not have any expectation of privacy as to their Internet usage via State computers and networks.

P1050 – IV – 2. Employees may occasionally use the Internet for individual, non-political purposes on their personal time.

P1060 – IV – 6. Users may not load or download entertainment software and games, or play games from any source on State owned or leased personal computers.

### **VII. CONTACT INFORMATION**

For more information, contact the ITA Staff at (208) 332-1876.

### **REVISION HISTORY**

07/22/14 – Updated Section I. Authority to be consistent with Idaho statute.

Effective Date: April 24, 2014