

**CHAPTER 7**  
**PRINT, TELEVISION, RADIO, INTERNET, AND SOCIAL MEDIA**  
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## CHAPTER 7

### PRINT, TELEVISION, RADIO, INTERNET, AND SOCIAL MEDIA

#### 1. GENERAL.

a. Media relations is a general term which describes the Department's activities directed toward accomplishing its mission and attaining its goals through information dissemination to the print, television, radio, Internet, and social news media.

b. The public information officer (PIO) should be familiar with each of these mediums. Conveying the Department's message, through an interview with these different sources, can be challenging because they all have varying needs and objectives. The intent of this chapter is to give a short overview of each medium which should help the PIO understand how to format and deliver the message.

#### 2. PRINT MEDIA.

a. Print media allows the opportunity for the writer to tell the full story.

(1) The writer of the column or article will need more details than would be needed for an interview with radio or television reporters.

(2) Most columns and articles will be more in depth than the quick sound bite needed for radio or television.

(3) The writer or editor is more likely to cross check your facts and statements before the article is published and may need to follow up for more information.

b. Tips on doing the newspaper and magazine interview:

(1) Pay attention to details and facts.

(2) Be aware of your own or the Department's previous statements on the issue.

(3) Understand the newspaper's readership and any targeted concerns they may have.

c. Magazines and Specialty Publications.

- (1) Published on a larger scale and have a broader readership than a newspaper.
- (2) Provides an opportunity for an in-depth interview.
- (3) Consider photographic opportunities that can be shared with the publication.

3. TELEVISION.

a. Interviews.

(1) In most cases, TV interviews are not done at the station. They may be conducted at the Area or Division office or some other location which would provide background scenery relating to the topic of the interview.

(a) It is important the background reflects positively upon the CHP. Avoid negative backdrops such as dirty patrol vehicles, victims visible at a crash scene, employees on break or involved in other non-work-related activities, inappropriate billboards, signs, or graffiti in the background, etc.

(b) The media prefers to do interviews outside rather than inside an office. If an interview is done inside an office, avoid backdrops such as disorganized work spaces, personal family photos, employees on break or involved in other non-work-related activities, etc.

(c) Familiarity with the subject matter is important in all media interviews. Before the interview begins, the interviewer should be asked what types of questions will be asked so the interviewee is not seen fumbling around for information. The interview should only begin once the PIO is ready with the information. If the interview is scheduled in advance, the interviewer should be asked to forward the questions at least one day prior to the interview.

(d) On subjects relating to policy, the appropriate commander should act as the spokesperson.

(e) The PIO should contact local TV stations to solicit coverage of events that showcase the many different programs in the Department as well as educate the public in regards to specific traffic enforcement issues or targeted enforcement campaigns.

b. Public Service Announcements.

(1) The Public Service Announcements (PSA) for television are usually recorded either on location or in a TV studio.

(2) Some TV stations will partner with public service agencies if the station can have exclusive rights to a campaign, such as CHiPs for Kids, Walk Like MADD, etc.

c. Special Program or Event Coverage.

(1) There are many opportunities to use TV coverage to publicize departmental programs or special events. Examples include: Maximum Enforcement Periods, sobriety checkpoints, traffic safety campaigns, charter bus inspections, commendation ceremonies, etc. Such coverage not only creates public awareness, but also enhances the image of the Department.

(2) Many TV stations, statewide, host weekly programs which include the CHP in an interview or forum setting. Officers in the EI Protector Program have been widely utilized to get the CHP message out to the Spanish-speaking community.

d. Tips on Doing a Television Interview.

(1) Ask the reporter in advance what they want to know.

(2) Do your research.

(3) Check your uniform and grooming.

(4) Relax. Be yourself and be confident.

(5) Stay on message. What you want to say, not what they want you to say.

(6) Keep sound bites short, eight seconds is the average.

(7) Present simple facts.

(8) Your comments, as well as any video, will be edited.

(9) Long sound bites will normally not be used and could be edited to change your message.

(10) If you make an error, correct yourself and start the thought over. This is more difficult in a live interview—do not get flustered.

(11) Look at the reporter, not into the camera lens.

(12) If it is nighttime give your eyes a chance to adjust to the camera lights.

(13) Do not go "off the record" or say anything you do not want aired while the camera is running.

(14) Remember you are talking to one person, speak in a normal volume.

#### 4. RADIO STATIONS.

a. In addition to the normal, everyday news story, radio stations are interested in broadcasting road conditions, road closures, and other similar events. They are an excellent resource for broadcasting "Be on the Lookout" information pertaining to major hit-and-run crashes, the need for witnesses to a major traffic crash or major crime, etc.

##### b. Public Service Announcements.

(1) These are short traffic safety messages ranging from 10 to 60 seconds that are recorded at the station by the PIO.

(2) For the best results, prepare a written script that should include the use of your name and the station's call letters.

(3) Ensure all PSAs are approved, through channels, by the Office of Community Outreach and Media Relations (COMR) prior to being recorded.

##### c. Radio Programs.

(1) The most likely forum for the Department's news is the local radio newscast. In addition to conducting live interviews, most radio stations have the capability of doing live or taped interviews by telephone.

(2) Stations that air talk programs are often looking for guests to field calls from the public. When the Department or Area is facing a specific traffic issue or focusing on a specific type of traffic enforcement, such as distracted driving, seat belt compliance, etc., PIOs should contact these stations to assess if the station will allow a show to be aired regarding the subject matter.

(3) Many stations still record half hour to one hour public affairs programs that allow you to go in-depth on a subject. Producers are always looking for interesting topics and events. The programs often air during an off-time like Sunday morning. Station's news departments often use experts from the

program in the news. This is an excellent opportunity to showcase the many different programs in the Department as well as educate the public in regards to specific traffic enforcement issues or targeted enforcement campaigns.

(4) Tips on Doing the Radio Interview.

- (a) Radio is a very useful medium for the CHP because listeners are frequently in their vehicles.
- (b) Talk shows are opinion shapers and draw public attention.
- (c) Radio news repeats a story often which means a larger audience.
- (d) Speak clearly, speak in a normal voice and do not shout.
- (e) Keep it short and clear. Sound bites should be 10 seconds or less.
- (f) The radio station will do several versions of the same story with different sound bites or different facts.

5. INTERNET. The Department's Internet Web page, [www.chp.ca.gov](http://www.chp.ca.gov), provides extensive information about the Department and its programs. Whenever possible, members of the media should be referred to the Internet Web page for routine questions or data information. Commanders and PIOs shall familiarize themselves with the contents of the Web page. Any requests or suggestions for additional material to be included on the Web page should be made to COMR.

6. SOCIAL MEDIA.

a. Purpose. The Department endorses the secure use of social media to enhance communication, collaboration, and information exchange; streamline processes; foster productivity; and provide a professional image of the Department. Social media represents an additional and beneficial means of communicating to the public directly and immediately. It is not a substitute for conventional media. This policy establishes the Department's position on the utilization and management of social media and provides guidance on its management, administration, and oversight. This policy is not intended to address one form of social media, rather social media in general, as advances in technology will occur and new "tools" will emerge.

b. Social Media Defined.

(1) Social media is a category of Internet-based resources that integrate user-generated content and user participation. Using social media is a daily routine of millions of Web users. This includes, but is not limited to, the following:

- (a) Social Networks (Facebook, Twitter, Instagram, YouTube, etc.).
- (b) Blogs, vlogs, and podcasts.
- (c) Online message forums.
- (d) Instant Messaging.

(2) Annex A contains definitions of commonly used social media terms.

c. Social Media Benefits.

(1) Represents additional means of communicating with the public almost immediately, but not as a substitute for conventional media.

(2) Provides an opportunity for better outreach using current mediums used by younger generations.

(3) Provides a means of establishing new relations with the media and the public as well as positively increasing the agency's reputation.

d. Social Media Uses.

(1) Public education.

- (a) Providing safety tips.
- (b) Explaining new laws.
- (c) Announcing upcoming community events.
- (d) Sharing news stories involving the Department.
- (e) Disseminate information on departmental community outreach programs, educational materials, and classes (e.g., Start Smart, Age Well Drive Smart).
- (f) Connect and engage with the public using safety and recruitment-related messages.

(g) Building the Department's reputation and increasing trustworthiness prior to an emergency.

(2) Emergency notifications and crisis communications.

(a) Reach out to the public directly and immediately. This includes, but is not limited to, notifications related to:

1 Road closures, evacuations, or alternate routes.

2 Weather emergencies.

3 AMBER Alerts, Blue Alerts, Silver Alerts, and missing or endangered persons.

(b) Disseminate timely messages faster and farther as individuals forward those messages to others in their respective networks.

(c) A few followers can quickly spread a message because followers "retweet" (forward Twitter messages) or share messages on Facebook with their friends.

(d) Social media sites should be monitored to correct false information from being spread and to identify potential issues that can be proactively addressed.

e. Recommendations for Using Social Media.

(1) Always include links to the Department's social media presence in news releases and other marketing tools.

(2) Social media are rooted in interaction and conversations. Seek feedback from followers. Respond to comments and requests in a timely manner.

(3) Posting regular updates helps build credibility with your audiences. They will see the Department values social media as an information resource that is current and useful.

f. Policy. Social media provides a valuable means of assisting the Department and its personnel by engaging communities in public education, emergency or traffic notifications, and crisis communications. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable. In addition to this Highway Patrol Manual (HPM), the California Statewide Information Management Manual (SIMM) Section 66B, Social Media Standard, addresses the requirements related to social media (see Annex B).

g. Responsibilities.

(1) Office of Primary Interest. As the Office of Primary Interest for social media outreach activities, COMR is responsible for the following:

(a) Review and approve/deny new account requests. Assist in the creation and modification of all accounts and establishing and maintaining account access, including logins and passwords.

(b) Management and monitoring of all social media sites that represent the Department in an official capacity.

(c) Ensuring compliance with Department policy, the Social Media Standards included in the California SIMM, Section 66B, and COMR's Social Media Guidelines document (refer to CHP Intranet site, Outreach, Social Media).

(d) Ensuring all employees authorized to use social media as an outreach tool for the Department are properly trained regarding their roles and responsibilities pertaining to the use of social media on behalf of the Department.

(2) Division Commanders. Commanders are responsible for providing oversight of social media pages managed by the Division and applicable Areas. Commanders will appoint appropriate Division social media coordinators (i.e., PIOs and sergeants) to post on behalf of Division, assist Area PIOs with their pages, and monitor the content of Area pages. Commanders shall ensure that all social media coordinators are fully trained as required by COMR and will represent the Department on social media in a professional manner.

(3) Area/Section Commanders. Commanders are responsible for providing oversight of social media pages managed by the Area/section. Commanders will appoint appropriate Area/section social media coordinators (i.e., PIOs, professional staff, and sergeants) to post on behalf of the Area. Commanders shall ensure that all social media coordinators are fully trained as required by COMR and that all posts reflect the professional image of the Department. Commanders are ultimately responsible for all posted content and should have access to all accounts in the event a post must be removed.

h. Departmental Social Media Accounts.

(1) Department-sanctioned social media presence.

(a) All Areas and Divisions shall have and utilize Facebook, Twitter, and Instagram platforms.

1 Where possible, each social media page shall include an introductory statement that clearly specifies the purpose and scope of the Department's presence on the respective Web page.

2 Where possible, the page(s) should link to the Department's official Web site.

3 Social media page(s) should be designed for the target audience(s), such as students, parents, drivers, affected individuals, or community stakeholders.

(b) Procedures.

1 Employees shall complete COMR's social media training prior to utilizing a social media account while representing the Department in any capacity. (Refer to CHP Intranet site, Training, Online Training.)

2 All departmental social media sites, page creations, or modification requests shall be submitted to and approved/denied by COMR.

3 To obtain approval to operate a social media account, forward a completed CHP 109, Information Technology Request, and CHP 463, Request for Social Media Account Authorization, through channels, to Information Management Division (IMD).

a Once approved by IMD and COMR, the requestor will receive an e-mail directing them to contact COMR for further information.

b All CHP 463s shall be retained in a secure location for the life of the social media account and three years beyond the termination of a social media user's permissions.

4 Only authorized social media users shall access and maintain departmental accounts. Any modifications to primary users, back-ups, and commanders (additions or removals) must be reported on a CHP 463 and approved by COMR prior to the modification.

5 Anyone operating a social media account representing the Department shall provide COMR with current usernames and passwords for all accounts (except Facebook) associated with the Area/Division.

a Users of social media shall not use their local area network password for access to social media sites.

b When selecting a password, refer to HPM 40.4, Information Security and Administration Manual, Chapter 2, Network Security and Administration, for assistance.

6 Where possible, social media pages shall clearly indicate they are maintained by the Department and shall have the appropriate departmental contact information prominently displayed.

7 Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.

8 Where possible, social media pages shall state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the Department.

a Pages shall clearly indicate that posted comments will be monitored and that the Department reserves the right to remove obscenities, off-topic comments, personal attacks, and any other items deemed inappropriate.

b Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

9 When possible, pages shall clearly indicate, "If you have an emergency, call 9-1-1. Please do not use social media to report criminal activity or an emergency incident."

10 Commands creating and/or maintaining one or more social media accounts shall develop Standard Operating Procedures to address how accounts are maintained and information is posted.

11 Photographs taken of juveniles for use on social media accounts should only be used after a CHP 464, Photograph/Video Authorization, has been signed by the juvenile's guardian.

a A copy of the completed CHP 464 shall be routed to COMR where it will be maintained for five years.

b A copy of the completed CHP 464 shall be routed to and retained by Division for five years.

c The original CHP 464 shall be maintained at the Area listed on the form for five years.

(c) Account Usage.

1 Departmental personnel representing the Department via social media outlets shall:

a Conduct themselves at all times as representatives of the Department and, accordingly, shall adhere to all departmental policies and procedures related to use and security.

b Identify themselves as a member of the Department.

c Not link and/or tag personal social media pages/accounts in departmental posts. Be careful not to depict that a specific business is supported or sponsored by the Department.

d Not make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecutions, nor post, transmit, or otherwise disseminate confidential information, including photographs or videos, related to departmental training, activities, or work-related assignments without express written permission from their commander.

e Not post photos or videos that identify individuals or vehicle license plates without expressed consent, unless it aids an arrest or investigation, or to warn the public of danger. Refer to Chapter 6, Release of Information to the Media, of this manual, for a comprehensive list of information which is or is not releasable to the public.

f Not conduct political activities or private business.

g Per Government Code Section 3307.5, no uniformed employee is required to consent to the use of their photo in any posting if they reasonably believe the posting may result in a threat, harassment, intimidation, or harm to them.

2 Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

3 Employees shall always provide a professional image of the Department on social media and not shame or humiliate members of the public. For updated recommendations and best practices,

employees shall refer to the Social Media Guidelines document that is regularly updated by COMR.

(d) Account Maintenance.

1 Social media accounts shall remain active and posted to, on a regular basis. If COMR determines an account to be inactive, the Area commander will be contacted, and the page may be temporarily taken down.

2 Profile images shall be approved by COMR. Two profile pictures (standard and mourning) will be provided by COMR for use. During times of mourning, the mourning ribbon picture shall be used and removed at the appropriate time (until person is laid to rest). All other profile images will be removed by COMR.

(e) Account Moderation.

1 Departmental employees shall not engage in arguments or hostile discussions with their page audience. Accounts shall remove posts that could be categorized as any of the following: profane, obscene, pornographic, violent, discriminatory, threatening, or any post that violates state and/or federal law. Do not block users from viewing departmental social media pages. Please contact COMR for further guidance.

i. Personal Social Media Accounts. The Department recognizes the role social media can play in the personal lives of departmental personnel. The personal use of social media can have bearing on departmental personnel in their official capacity. As public employees, departmental personnel are cautioned that speech or other forms of expression made while on- or off-duty, based on knowledge gained because of the employee's professional duties and responsibilities, may not be protected under the First Amendment of the United States Constitution and may form the basis for disciplinary action.

(1) Incompatible Activities. In HPM 10.3, Personnel Transactions Manual, Chapter 14, Inconsistent and Incompatible Activities, the Department provides employees a list of those activities, including secondary employment activities, which are inconsistent or incompatible with, or unfavorable to CHP employment. As it relates to social media, those activities include, but are not limited to, the following which can be cause for disciplinary action:

(a) Social media posts using or attempting to use a CHP badge, identification card, uniform, equipment, prestige, or influence of a state

position for private gain or advantage, or the private gain or advantage of another.

(b) Directly or indirectly soliciting or accepting from persons money, gifts, or other valuable considerations in addition to the salary paid by the state, for advising or furnishing information concerning matters administered by this Department, or for services performed which are or may be required to be rendered as part of the employee's official duty.

(c) Social media posts that divulge information, data, or intelligence from departmental reports, records, correspondence, or manuals when the release of such information has not been authorized.

(d) The unauthorized social media posting of any traffic crash photograph, traffic crash or investigation report, or other record(s).

(e) Recommending to victims of traffic crashes or persons involved in traffic incidents the employment of any certain person or firm as attorneys, adjusters, investigators, tow car service, ambulance service, or bail bondsmen.

(f) Using social media to initiate, propose, advance, or influence legislation as a representative of this Department, or implying departmental sanction of such representation without the express permission of the Commissioner.

(g) Any employee, while on-duty and/or in uniform, shall not actively participate in politics relative to the election or appointment of any public official, including but not limited to posting on social media, participating in social media events, or similar political activities related to social media.

(h) Employees are prohibited from posting on social media any law enforcement-related article they have written identifying themselves or acting as a representative of the CHP without first obtaining the prior approval of their commander. While it is not intended to restrict an employee's efforts in publishing professional articles, it is necessary to control releases so that official policies and procedures are not abridged.

(i) When an employee wants to endorse a political candidate or issue in writing, uniformed employees should only use a name and generic rank with the option of including the occupation "Peace Officer," and nonuniformed employees should only use a name and a generic classification. This will provide the employee with the identity and support desired without unnecessarily implicating the Department. An example for uniformed employees would be "Officer John Doe," or "Captain Jane Doe,

Peace Officer." An example for nonuniformed employees would be "John Doe," or "Jane Doe, Analyst/Manager." The use of specific civil service titles is discouraged. Furthermore, the name of the "California Highway Patrol" or "CHP" shall not be included in any endorsement.

(j) Social media communication made while on-duty containing obscene or sexually explicit language, images or acts, and statements or other forms of speech considered to be hostile, intimidating, abusive, or otherwise express bias against any race, any religion, or any protected class of individuals as defined by HPM 10.12, Equal Employment Opportunity Manual, Chapter 2, Protected Groups.

(2) Guidance. When using social media, departmental personnel should be mindful that their speech, while on- or off-duty, becomes part of the worldwide electronic domain. Departmental personnel are cautioned against the following:

(a) For safety and security reasons, departmental personnel are cautioned not to disclose their employment with this Department nor should they "tag" or post information or photographs pertaining to any other member of this Department without their express permission. Officers who are, or who may reasonably be expected to work in undercover operations should not post any form of visual or personal identification.

(b) Departmental personnel should be aware the privacy settings on social media sites are constantly changing and users should never assume personal information posted on such sites is protected.

(c) Departmental personnel should expect any information created, transmitted, downloaded, exchanged, or discussed in any public (or presumed private) online forum may be accessed by the media or public at any time.

(d) The Department recommends departmental personnel make reasonable efforts to remove content appearing on their social media accounts that conflicts with the guidance of this policy upon learning of the offensive content.

(e) The Department's digital channels (Internet and Intranet) are to be used as a resource: The Department and individual commands manage multiple social media accounts. There may be times when it may be appropriate to post, repost, or share language from official content on the Department's policies or actions. Departmental employees should seek approval for all content through their appropriate chain of command.

(f) On- or off-duty, each CHP employee is a representative of this Department. The Department reminds all employees that posting work-related content on personal social media pages may be interpreted as official content.

(g) The Department recommends adding a disclaimer to personal social media accounts: "The opinions or views expressed here do not represent my employer." (Please note that using this disclaimer does NOT mean reporters or other social media users will not treat an employee's posts as official positions of the Department.)

(h) The Department reminds employees that whether it is personal, policy-related or political in nature, any content can be quoted. The Department advises employees to treat every post as if it will end up on the front page of a major newspaper, because it may.

(i) The Department advises employees against engaging with accounts trying to inflame a situation and recommends not to respond to people they do not know. The tone of a response is subjective and can be easily misinterpreted-do not assume social media posts will be interpreted in good faith, especially when commenting on sensitive topics.

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## ANNEX A

### DEFINITION OF COMMONLY USED SOCIAL MEDIA TERMS

The following definitions have been established in social media:

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for “Web log.”

Page: The specific portion of a social media Web site where content is displayed, and managed by an individual or individuals with administrator rights.

Post: Content an individual shares on a social media site or the act of publishing content on a site.

Social Media: A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (e.g., Facebook, Instagram), microblogging sites (e.g., Twitter, Nixle), photo and video-sharing sites (e.g., Flickr, YouTube), Wikis (e.g., Wikipedia), blogs, and news sites (e.g., Digg, Reddit).

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

Speech: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.

Web 2.0: The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.

Wiki: Web page(s) that can be edited collaboratively.

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**ANNEX B**

**CALIFORNIA STATEWIDE INFORMATION MANAGEMENT MANUAL SECTION 66B,  
SOCIAL MEDIA STANDARD**

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**State of California**  
**California Technology Agency**  
**Social Media Standard**

**SIMM 66B**

April 2011

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## ANNEX B

### CALIFORNIA STATEWIDE INFORMATION MANAGEMENT MANUAL SECTION 66B, SOCIAL MEDIA STANDARD *(continued)*

#### REVISION HISTORY

REVISION	DATE OF RELEASE	OWNER	SUMMARY OF CHANGES
Initial Release	February 2010	OCIO – Office of Information Security	
Updated Office of the Chief Information Officer (OCIO) name references to the California Technology Agency	April 2011	California Technology Agency	

## ANNEX B

### CALIFORNIA STATEWIDE INFORMATION MANAGEMENT MANUAL SECTION 66B, SOCIAL MEDIA STANDARD *(continued)*

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## ANNEX B

# CALIFORNIA STATEWIDE INFORMATION MANAGEMENT MANUAL SECTION 66B, SOCIAL MEDIA STANDARD *(continued)*

### SOCIAL MEDIA STANDARD

#### 1.0 INTRODUCTION

Agencies<sup>1</sup> and departments are encouraged to use Social Media technologies to engage their customers and employees where appropriate. Many state entities, including the Governor's office, have used Social Media communication with great success, but as with most technologies, there is a measure of risk to address and mitigate. The following requirements will assist in risk mitigation.

This standard is not to be misinterpreted as requiring any state agency to allow the use of Social Media technologies in its environment. Further, this standard does not supersede any existing state agency Social Media policy which exceeds the requirements of this standard.

**Note:** The Policy Letter provides for a phased implementation of this Standard. See the California Technology Agency's Information Technology Policy Letter 10-02 for details and dates.

#### 2.0 GENERAL AGENCY MANAGEMENT REQUIREMENTS

Prior to authorizing and enabling Internet access to Social Media web sites, agency management shall conduct a formal risk assessment of the proposed connections utilizing agency Risk Management processes. The assessment shall, at a minimum, include the analysis of the risks (including risk mitigation strategies) involved in providing Users access to Social Media web sites including:

1. Employee productivity;
2. Network bandwidth requirements and impacts;
3. Reputational risk to personnel, the agency, and the State;
4. Potential avenue for exposure or leakage of sensitive or protected information such as copyrighted material, intellectual property, personally identifying information, etc; and
5. Potential avenue for malware introduction into the organization's IT environment.
6. The potential use of "other than government" sections of Social Media web sites.

State agencies shall document this risk analysis and retain it for a minimum of two years.

#### 3.0 AGENCY IT ADMINISTRATOR REQUIREMENTS

Agency IT Administrators shall:

1. Limit Internet access Social Media web sites according to the agency's acceptable use policy, while allowing authorized Users to reach content necessary to fulfill the business requirements. Limitations may include:
  - a. Opening Internet access only to the government sub-domains on the Social Media web sites.

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<sup>1</sup> When capitalized, the term "Agency" refers to one of the state's super Agencies such as the State and Consumer Services Agency or the Health and Human Services Agency. When used in lower case, the term "agency" refers to any office, department, board, bureau, commission or other organizational entity within state government. Within this standard, "agency" and "department" are used interchangeably.

## ANNEX B

### CALIFORNIA STATEWIDE INFORMATION MANAGEMENT MANUAL SECTION 66B, SOCIAL MEDIA STANDARD *(continued)*

- b. Allowing Internet access to Users who are specifically authorized.
  - c. Preventing unnecessary functionality within Social Media web sites, such as instant messaging (IM) or file exchange.
  - d. Minimizing and/or eliminating the addition of web links to other web sites, such as "friends", to minimize the risk of exposing a government user to a link that leads to inappropriate or unauthorized material.
2. Enable technical risk mitigation controls to the extent possible. These controls may include:
- a. Filtering and monitoring of all Social Media web site content posted and/or viewed.
  - b. Scanning any and all files exchanged with the Social Media web sites.

#### 4.0 USER REQUIREMENTS

1. Users shall connect to, and exchange information with, only those Social Media web sites that have been authorized by agency management in accordance with the requirements within this and other agency and State policies.
2. Users shall minimize their use of "other than government" sections of the Social Media web sites.
3. Users shall not post or release proprietary, confidential, sensitive, personally identifiable information (PII), or other state government Intellectual Property on Social Media web sites.
4. Users who connect to Social Media web sites through State information assets, who speak officially on behalf of the state agency or the State, or who may be perceived as speaking on behalf of an agency or the State, are subject to all agency and State requirements addressing prohibited or inappropriate behavior in the workplace, including acceptable use policies, user agreements, sexual harassment policies, etc.
5. Users shall not speak in Social Media web sites or other on-line forums on behalf of an agency, unless specifically authorized by the agency head or the agency's Public Information Office. Users may not speak on behalf of the State unless specifically authorized by the Governor.
6. Users who are authorized to speak on behalf of the agency or State shall identify themselves by: 1) Full Name; 2) Title; 3) Agency; and 4) Contact Information, when posting or exchanging information on Social Media forums, and shall address issues only within the scope of their specific authorization.
7. Users who are not authorized to speak on behalf of the agency or State shall clarify that the information is being presented on their own behalf and that it does not represent the position of the State or an agency.
8. Users shall not utilize tools or techniques to spoof, masquerade, or assume any identity or credentials except for legitimate law enforcement purposes, or for other legitimate State purposes as defined in agency policy.
9. Users shall avoid mixing their professional information with their personal information.
10. Users shall not use their work password on Social Media web sites.

## ANNEX B

### CALIFORNIA STATEWIDE INFORMATION MANAGEMENT MANUAL SECTION 66B, SOCIAL MEDIA STANDARD *(continued)*

#### 5.0 RESOURCES

To assist in implementing this standard, additional information and resources are available at the following links.

CIO Council's Guidelines for Secure Use of Social Media by Federal Departments and Agencies - [http://www.cio.gov/Documents/Guidelines\\_for\\_Secure\\_Use\\_Social\\_Media\\_v01-0.pdf](http://www.cio.gov/Documents/Guidelines_for_Secure_Use_Social_Media_v01-0.pdf)

Intel Social Media Guidelines - [http://www.intel.com/sites/sitewide/en\\_US/social-media.htm](http://www.intel.com/sites/sitewide/en_US/social-media.htm)

IBM Social Computing Guidelines - [https://www-950.ibm.com/blogs/09100912-b777-4fcf-b726-f28424d9dc44/resource/IBMSocialComputingGuidelines.pdf?lang=en\\_us](https://www-950.ibm.com/blogs/09100912-b777-4fcf-b726-f28424d9dc44/resource/IBMSocialComputingGuidelines.pdf?lang=en_us)

Best Practices for Social Media Usage in North Carolina - [http://www.records.ncdcr.gov/quides/best\\_practices\\_socialmedia\\_usage\\_20091217.pdf](http://www.records.ncdcr.gov/quides/best_practices_socialmedia_usage_20091217.pdf)

New Media and the Air Force, Air Force Public Affairs Agency, Emerging Technology Division - <http://www.af.mil/shared/media/document/AFD-090406-036.pdf>