

**Unified Washington Military Department and National Guard Policy  
No. 11-01**

<b>Title</b>	Social Media Policy
<b>References</b>	42.52 RCW Ethics in Public Services Act WAC 292-110-010 Use of State Resources Rule 5 CFR Part 2635, Standards of Ethical Conduct for Employees Governor's Social Media Guide, November 2010 DoDD 5230.9, Clearance of DoD Information for Public Release, 9 April 1996
<b>Cross-Reference Number</b>	Military Department Policy DIR-009-11
<b>Information Contact</b>	Communications Director Building 1, 253-512-8222
<b>Effective Date</b>	May 1, 2011
<b>Revised</b>	November 15, 2013
<b>Approved By</b>	 Bret D. Daugherty, Major General The Adjutant General WMD Director

**Purpose**

The purpose of this policy is to set clear guidelines and direction for the use of social media in the workplace.

**Scope**

This policy applies to all state and federal civilian employees of the Washington Military Department (WMD) and all members of the Washington National Guard (WANG).

**Definitions**

1. **Social media or social networking:** Interaction with external internet websites or services based on participant contributions to the content. Types of social media may include blogs, micro blogs, social and professional networks, video or photo sharing, and social bookmarking. Examples of social media sites are *YouTube, Facebook, Flickr, Twitter, WordPress, MySpace, RSS, Second Life, LinkedIn, Delicious*, etc.

## Policy

### A. Permitted Use

Access to social media networks from within the WMD's IT infrastructure is limited to employees who have a clear business purpose to use the forum, and are performing official WMD business,

WMD employees may use social media in the workplace only for approved agency purposes in support of the agency mission, including professional networking, keeping the public informed and educating the public about who we are, what we do and why we are important to them.

WMD employees who engage in social media for agency purposes shall not engage in unlawful or prohibited conduct, and must adhere to applicable policies, including, but not limited to the following:

1. Ethics ([HR-207-03](#)). WMD employees are responsible for knowing and adhering to applicable ethics laws and policies, and for making choices that exemplify adherence to high ethical standards.
2. Sexual Harassment ([HR-226-98](#)). The WMD provides a work environment free from sexual harassment, a form of sex discrimination that violates equal employment laws.
3. Discrimination ([HR-208-01](#)). The WMD prohibits discrimination on the basis of race, color, creed, national origin, sex, marital status, religion, age, sexual preference/orientation, gender identity, or the presence of any sensory, mental, or physical disability in all aspects of service delivery and employment.
4. Use of Internet, Electronic Mail and Computer Systems ([05-004-05](#); <http://www.defense.gov/webmasters/>). Internet connectivity, electronic mail, and computer systems are provided primarily to send, receive, and store information of an official, work-related nature. Unless specifically provided by this policy, public law, ethics guidance letters and/or government regulation, all other use is prohibited.
5. Teleworking or Alternative Worksites ([HR-225-02](#)). WMD employees must comply with agency standards for social networking when teleworking or working at an alternate worksite.
6. Intellectual Property Protection ([05-00](#)). WMD employees shall comply with the terms and conditions of all licensing agreements and the provisions of the Copyright Act and other applicable laws.
7. Information Technology Security Policy ([00-027-04](#)). WMD employees shall protect and use agency data and equipment assets in an authorized manner.

Users of social media sites should take into consideration the lack of anonymity and exercise sound judgment, including, but not limited to, considering whether usage may impact work performance, office morale or overtime issues. The *WMD Records Management Program Policy* ([DIR-005-08](#)), *WMD Public Records Disclosure Policy* ([DIR-00-408](#)), and *DoD Official Social Media Policy* (<http://www.slideshare.net/DepartmentofDefense/dtm-09-026>) apply to public records generated through use of social networking or social media.

WMD employees shall not set-up a social media account for agency purposes unless approved in advance under this policy.

Failure to abide by this policy or participation in any activity inconsistent with WMD's values and mission may result in appropriate disciplinary action.

### **B. Comment Policy**

Visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between WMD divisions and departments and members of the public. WMD social media site articles and comments containing any of the following forms of content are prohibited:

1. Comments not topically related to the particular social medium article being commented upon;
2. Profane language or content;
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
4. Sexual content or links to sexual content;
5. Attempts to sell or purchase products;
6. Illegal conduct or encouragement of illegal activity;
7. Information that may compromise the safety or security of the public or public systems.

### **C. Personal Use**

1. WMD employees should not use personal social media accounts to transact agency business, or to post privileged or confidential material.
2. WMD employees will never use their work e-mail account or password in conjunction with a personal social media site.
3. Work equipment and resources, including paid work time, must not be used to access personal social media accounts – unless logging into a personal account is required to gain access to a third-party social media site that contains information related to official WMD business

### **D. Privacy**

The Internet is an unsecured publicly accessible network. WMD employees should have no expectation of privacy in the use of Internet resources. Owners of Internet sites commonly monitor usage activity and those activities may be disclosed to any number of parties.

The WMD reserves the right to monitor Internet usage at such times and in such circumstances as it deems appropriate.

Social media shall not be used to distribute privileged or confidential material.

### **E. Responsibilities**

All WMD employees who currently have or want to set-up a social media account for agency purposes must complete the Social Networking User Request (WMD Form 0002-11) and obtain approval of their division director and the WMD Communications Director.