

USE OF SOCIAL MEDIA



The Department of Commerce's Policy on the Approval and Use of Social Media provides guidance for Commerce employees to take full advantage of social media platform/web 2.0 technologies while, at the same time, protecting the Department and its employees by mitigating the risks inherent in using these services without proper safeguards. Social media platforms include Facebook®, Instagram®, LinkedIn®, Twitter®, YouTube®, and others that enable simultaneous, direct, and instant communication between the user and a website or other users. (See http://ocio.os.doc.gov/ITPolicyandPrograms/Policy_Standards/PROD01_009476.)

Use of Social Media in a Personal Capacity

Be mindful not to blur your personal life and Government position when using social media. Employees should not establish relationships with working groups or affiliations that may reveal sensitive information about their job responsibilities.

- Do not use your Federal job title when using social media in a personal, unofficial capacity. However, you may use your title as part of a biographical sketch when it is self-evident that you are not posting in an official capacity, such as posting a resume or listing employment history on a social network profile such as LinkedIn®.
- Submit for review any communication or materials you wish to post or upload personal websites that relate to the programs or operations of your operating unit and your official duties. Under the Department's Public Communications policy you must notify your chain of command by submitting the writing (prior to publication). The process for doing this is described in Department Administrative Order (DAO) 219-1, § 11. Note that this is not a clearance process; it is a notification process.
- Do not disclose any information obtained on the job that is not already publicly available, including classified information, personally identifiable information, proprietary or business confidential information, or pre-decisional information.

Most uses of social media for political activities are permitted if the activities take place off duty and off Federal premises. You may not post anything on social media that contains a solicitation request for a political party or candidate or political group. You may not post a link on social media that contains a link to the contributions page or solicitation page of a political party, partisan political candidate, or partisan political group. You may write a personal blog expressing your political opinion or expressing support for a political party, partisan political candidate, or partisan political group; however, you must not use your official title or try to bolster your opinions by including the fact that you are a Federal employee.

The Commerce Internet Use Policy does allow employees to use their Government computer and social media for personal use, provided that access is allowed by the operating unit CIO, use is minimal, and use does not interfere with office operations or involve commercial

activities (profit-making or business), partisan political activities, or sexually explicit communications. Remember that information posted on social media platforms/web 2.0 sites is available to a wide audience of users. How you present yourself on these websites will reflect on Commerce and the Federal Government.

Use of Social Media in an Official Capacity

You must use only Department-approved accounts and official e-mail or other contact information for the creation and management of official accounts and *you cannot establish an official account without first receiving official Department approval. See the Department's social media policy on this and other matters relating to official social media accounts.*

- Post only official agency positions from Department-approved accounts (i.e., not personal opinion).
- Identify yourself with your Department affiliation and/or official title when posting a comment related to Department work to a public web site.
- Do not post personally identifiable information unless it would otherwise be released consistent with the Privacy Act and Freedom of Information Act (FOIA).
- Do not improperly use or post materials protected by copyright, trademark, patent, trade secret, data rights, or related protections for intellectual property. Proper use may require obtaining written permission from the owner of such information.
- Do not include surveys, polls, questionnaires, etc., on official social media platform/web 2.0 websites unless the questions have received Office of Management and Budget (OMB) Paperwork Reduction Act clearance.
- Monitor diligently any Department websites or pages that contain postings and/or responses by the public.
- Ensure and maximize the quality, objectivity, utility, and integrity of posted information and allow for the correction of information not meeting that standard.
- Do not include requests to contact a member of Congress, a jurisdiction, or an official of any Government (Federal, state, or local) to favor or oppose any legislation, law, or appropriation; these activities are prohibited by the Anti-Lobbying Act.
- Because the Department does not endorse any commercial products or services, do not use social media to post third-party advertisements or otherwise engage in activities that might lead to a conflict of interest, appearance of endorsement, affiliation, or authorization, or otherwise lead the public to believe that your operating unit or office supports the views, products, services, of third parties.
- Material posted to social media must also be posted on official Government websites. Alternative, non-electronic forms of information must be made available upon request.

Please familiarize yourself with your responsibilities when using social media and related technologies by reading the Department's Policy on the Approval and Use of Social Media, at: http://ocio.os.doc.gov/ITPolicyandPrograms/Policy_Standards/PROD01_009476.

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