

SOCIAL MEDIA POLICY

POLICY# OTECH-POL2019-005


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Overview

Policy Number:	OTECH-POL2019-005
Title:	Social Media Policy
Purpose:	To establish a baseline standard for the proper use of social media networks within the Government of Guam Network.
Authority:	5 GCA Chapter 1 Article 12.106 (f)
Publication Date:	July 18, 2019
Policy Approval:	 Frank LG Lujan, Jr Chief Technology Officer
Target Audience:	<p>This policy applies to: All Government of Guam (GovGuam) social networking accounts either hosted through a third-party or owned by GovGuam.</p> <p>All users of the Government of Guam Wide Area Network (GGWAN) and social networking services that either view or create content, including:</p> <ul style="list-style-type: none"> • Full and part-time employees; • Contractors authorized to use Government-owned equipment or network resources; • Volunteers who have been provided Internet service and comment via GovGuam social networks; and • All other users of GovGuam information technology resources.
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Revision History

Date of Change	Responsible	Summary of Change
January 2019	OTECH Systems Support	Draft policy
January 2019	Data Processing Manager	Review and update policy
February, March 2019	OTECH Systems Support	Update policy format
July 2019	OTECH CTO and Data Processing Manager	Review, approve and disseminate policy
February 2024	OTECH Systems Support	(a) Add Review & Internal Audit Section
March 2024	CTO 	Review, approve and disseminate policy
	CTO, Frank LG. Lujan, Jr. Date: <u>March 1, 2024</u>	



Introduction

Social Media Networks are highly efficient research and communications tools that are available through the Government of Guam (GovGuam) networks to its employees, contractors, and volunteers to assist them in supporting GovGuam functions and conducting the government’s business within its own organization, with government and private business partners, and with the public. Appropriate use of social networks by GovGuam employees, contractors, and volunteers can enhance the efficiency and quality of government services, but inappropriate use can conflict with GovGuam policies and compromise availability of the system and network for all. This policy defines requirements and prohibitions for appropriate use of social networking sites for GovGuam functions.

Principles

Use of the GovGuam social networking site access constitutes consent to abide by all elements of this policy, including such monitoring of Internet use as may be necessary and appropriate to effect GovGuam policies concerning the use of the social network access system and in aid of law-enforcement and auditing activities of federal and the Territory of Guam government agencies.

GovGuam social networking access and all related services are “Government of Guam facilities” or “web properties” as that term used in other policies and guidelines. These systems and services are the property of the Government of Guam and under management and control of the Office of Technology (OTECH).

All GovGuam policies relating to intellectual property protection, privacy, misuse of government resources, data security, and confidentiality apply to use of GovGuam Internet access by persons and entities described under “Target Audience,” above.

Policy

Allowable Uses:

GovGuam Internet access for social media networking is to be used as a business entity to:

- Engage constituents in real time and provide customer services to:
 - Promote thought leadership among GovGuam entities;
 - Disseminate official GovGuam news, information, services and events;
 - Provide another vehicle for Agency outreach; and to
 - Build real and virtual communities.
- View and post content for research, communication and information exchange directly related to the mission, charter, or work tasks of a GovGuam Agency;
- View and post content for research, communication and information exchange for professional development, to maintain currency of training or education, or to discuss issues related to the Internet user’s GovGuam activities;
- View and post content to build information exchange among residents and build communities around GovGuam service offerings;
- Use as an option for governmental communications not requiring a high level of security;
- Incidental personal purposes, provided that such use does not:
 - Directly or indirectly interfere with GovGuam operations of computing facilities or electronic mail services,
 - Burden GovGuam with noticeable incremental costs, or



- Interfere with the Internet user’s employment of other obligations to the Government of Guam.

Prohibited Uses:

Users are prohibited to use the GovGuam Internet for social media networking if, for:

- Any purpose that violates a federal or Territory of Guam government law, code or policy, standard or procedure;
- Advertising or other promotion of any private business enterprise or activity;
- Access to and/or distribution of:
 - Pornography
 - Fraudulent information
 - Sensitive Information (for example, information that could compromise public safety, personally identifiable information (PII) or violate Health Insurance Portability and Accountability Act of 1996 (HIPPA) Privacy Rule)
 - Proprietary and or Public Trust Information (for example, passwords or network information or discussing contents of solicitations before request for proposals have been release to the public at large)
 - Harassing material
 - Racially discriminatory, disparaging, or harassing information
 - Hate-related information or opinions, including unsubstantiated accusations
- Any activity with religious or political purposes outside the scope of the user’s assigned and authorized governmental duties;
- Any unauthorized purchase;
- Disruption obstruction, or burden of network resources;
- The intentional or negligent introduction of computer viruses into any GovGuam systems.

Roles and Responsibilities

Agency Roles and Responsibilities

Each Agency is responsible for its employees’, contractors’ and volunteers’ compliance with this policy.

Each Agency is responsible for the investigation of alleged or suspected violations of this policy, and the referral of violations to the Office of Technology for suspension of service to users.

Agencies are liable for any Terms of use or service agreements they agree to when creating social media accounts.

End User Roles and Responsibilities

All end users utilizing the GovGuam Internet to access social media networks must abide with this policy and all other applicable IT policies and procedures, local and federal laws.

OTECH Roles and Responsibilities

OTECH is responsible for monitoring Internet use by GovGuam employees at any time to determine compliance with this document and all other related policies.



OTECH must control internet use and minimize risk exposures by maintaining content filtering software to block access to specific external Internet sites. Content filtering is intended to prevent end users from intentionally or negligently accessing Internet sites, including social network sites, that are non-business related or could otherwise violate applicable laws or policies. OTECH’s content filtering software is not intended to, and does not, filter inappropriate content in chat rooms or message boards. In some cases, the content filtering service will fail to block inappropriate content. OTECH assumes no liability in such cases.

External sites that are subject to blocking include:

- Sites likely prohibited by, or inconsistent with, federal and local laws and regulations concerning discrimination, sexual harassment, child pornography, hate crimes, or other criminal activities;
- Sites likely to consume excessive bandwidth or expose the network to risk of tampering or intrusion;
- Sites likely to be for purposes not related to GovGuam business and functions. Types of blocked sites may include but are not limited to:
 - Pornography
 - Sites advocating or encouraging hate or discrimination
 - Sites providing information about hacking or other cyber-intrusion
 - Sites featuring gambling, games or other entertainment

Policy Compliance

Compliance Measurement

The Office of Technology will verify compliance to this policy through various methods, including but not limited to periodic reviews and site inspections, video monitoring, business tool reports, internal and external audits and inspections, and feedback from any and all other sources.

Exceptions

Any exception to this policy must be approved in advance and in writing by the Chief Technology Officer (CTO).

Non-Compliance

Any user found to have violated this policy may have his/her privileges revoked and may be subject to disciplinary and/or legal action.

Review and Internal Audit

This policy shall be reviewed and updated annually, on an as needed basis, or if there is a breach in protocol and procedures. OTECH shall initiate the review process on the first day of each Fiscal Year – 1st of October, or next business day. Policy review and updates shall be documented in the policy’s Revision History section. The review process shall be completed before the end of the Fiscal Year’s first quarter and the updated policy shall be disseminated (via OTECH website, Agency Memo or email) by December 31 of each year.