BACKGROUND

• Expectations
  - Request-driven
  - Accessibility
  - Agency operations
• Practical realities
• Risk-based analysis required

BACKGROUND

• Agency mission
• Mandates
• Threats
• Technical Capabilities
• Potential benefits
TECHNOLOGIES

Electronic Communications
- Email
- Text messaging
- Instant messaging

Social Media
- Social networking sites
- Blogs and Microblogs
- Sharing sites

EMAIL

Definition
Use by employees and board members
Compliance issues
Pitfalls
WHY SOCIAL MEDIA?

- Improve transparency
- Encourage participation
- Operational efficiency
- Rulemaking
- Investigations

RULEMAKING

- The rulemaking paradox
- Evolution of the process
- Role of social media
  - Alert and engage
  - Online communities
- Pitfalls

INVESTIGATIONS

- Why agencies use
- Learn about
  - Regulant
  - Complainant
  - Witnesses
- Examples
Making the Most of the Media:
The Regulator’s Relationship with Social and Traditional Media

Raleigh, North Carolina
April 25, 2013

COMPLIANCE ISSUES

- Constitutional
- Open Government
  - Records
  - Meetings
- Privacy protection
- Accessibility
- Professionalism and civility

LOOKING BEFORE YOU LEAP

- Controlling the risks
- Overall guidelines and policies
- Development
  - Team approach
  - Goals and objectives
  - Existing policies
  - Conflicts

ESSENTIAL ELEMENTS

1. Employee access
2. Account management
3. Acceptable use
4. Employee conduct
5. Content
6. Security
7. Legal issues
8. Citizen conduct

Source: Center for Technology in Government, Designing Social Media Policy for Government (2010)
EXAMPLES
- Topically related
- Political campaigns
- Profane language/Sexual content
- Promoting discrimination
- Encouragement of illegal activity
- Compromising safety or security
- Violation of legal ownership rights

CHECKLIST
- Clearly defined objective
- Target audience
- Resource needs
- Appropriate content
- Evaluate

QUESTIONS?
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QUESTIONS?
• Always be prepared
• Stay in control
• Have your own message