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Look Before You Leap
Amigo R. Wade | VA Division of Legislative Services



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BACKGROUND

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



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BACKGROUND

- **Agency mission**
- **Mandates**
- **Threats**
- **Technical Capabilities**
- **Potential benefits**



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TECHNOLOGIES



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TECHNOLOGIES


- **Electronic Communications**
 - Email
 - Text messaging
 - Instant messaging
- **Social Media**
 - Social networking sites
 - Blogs and Microblogs
 - Sharing sites



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EMAIL

- **Definition**
- **Use by employees and board members**
- **Compliance issues**
- **Pitfalls**



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WHY SOCIAL MEDIA?

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



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RULEMAKING

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



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INVESTIGATIONS


- Why agencies use
- Learn about
 - Regulant
 - Complainant
 - Witnesses
- Examples



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COMPLIANCE ISSUES

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



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LOOKING BEFORE YOU LEAP


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



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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)

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EXAMPLES

- Topically related
- Political campaigns
- Profane language/Sexual content
- Promoting discrimination
- Encouragement of illegal activity
- Compromising safety or security
- Violation of legal ownership rights



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CHECKLIST

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



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QUESTIONS?



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Amigo R. Wade
Senior Attorney,
Virginia Division of Legislative Services
910 Capitol Street
Richmond, VA 23219
(804) 786-3591
awade@dls.virginia.gov



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QUESTIONS?

- Always be prepared
- Stay in control
- Have your own message



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