

Social Media Policy

- Purpose:
 - *Formalizes the policy and procedures for executive branch agencies to use social media in accordance with the business goals of the agency*
 - *addresses the work-related use of social media, including the use of social media that is sanctioned as part of an employee's job function*
 - *provide guidelines for state agencies to use social media to safely and effectively communicate with the public while simultaneously promulgating and adhering to the stated mission of the agency.*

Agencies with current social media sites must review them and make changes to bring them into compliance by July 1, 2017

Agency Rules of Engagement

- Policy requires all agencies have an internal process that governs how the social media tools and/or services are used on behalf of the agency's mission which includes:
 - Agency commissioner or designee shall identify specific users responsible for maintaining the social media site
 - All accounts must be created using an official State of New Hampshire email obtained from DOIT and use unique passwords
 - Copyright, fair use and disclosure laws must be respected on social media sites
 - No agency shall post legally protected information