

	<i>State of Michigan Department of Technology, Management & Budget</i>	TECHNICAL STANDARD
Subject:	Social Media Standard	Standard Number
Authoritative Policy:	<u>1340 IT Information Security Policy</u>	1340.00.10
Procedure Number:	1340.00.10.01	
Distribution:	Statewide	

Purpose: To establish a statewide standard for the use, creation and management of official state of Michigan (SOM) social media sites.

Contact/Owner: DTMB Communications

Scope: Compliance with this standard is mandatory for Executive Branch Departments, Agencies and Sub-units. Its provisions apply to all authorized social media accounts and sites created for the purpose of conducting official SOM business.

Standard: State employees using social media must adhere to the existing [Ad Guide 1460.00.01 Acceptable Use of State of Michigan Information Technology Resources](#) and the [Civil Service Commission Rules and Regulations](#). Employees are expected to review these guidelines regularly. Failure to do so is not justification for noncompliance.

All proposals to create an official SOM social media site must be submitted for justification, goal assessment and approval by an Agency Social Media Board Representative prior to being approved and included on the [SOM Social Media Website](#). Additionally, all official social media proposals for new sites must follow the [MI-Social Style Guide](#) and go through the applicable internal agency social media procedures, when available, prior to consideration for publication.

Agency social media account administrators and Social Media Board members reserve all rights to review and remove inappropriate content.

eMichigan shall be assigned administrative access to all official SOM social media sites.

Each official SOM social media site account must have three (3) account administrators, including socialmedia@michigan.gov and the coordinating department Social Media Board representative.

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Reviewed:
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Social Media Site Account Administrators must:

- Be responsible for creating, maintaining and monitoring content on respective social media sites, engaging with users, and removing content that violates SOM web and social media standards.
- Avoid replicating content. Content that is posted outside SOM portal sites should refer to or identify and link back to the original content.
- Refrain from posting content that violates city, state, or federal laws and regulations.
- Always respond to constituent inquiries and postings using the official State-approved account for the respective agencies. Do not use non-State (personal) accounts to respond to inquiries or postings.
- Respond to all inquiries or comments and post within one (1) business day. All replies should use professional conversational language that encourages comments and engages follow-up conversation.
- Adhere to the content strategies, goals and objective set forth by page administrators and corresponding Social Media Board representatives, including postings 1-2 times per day minimum and submitting monthly report cards reflective of account progress.
- Not comment on or post anything related to legal matters or litigation without appropriate approval.
- Not use the State's name or graphical representation (logos) to endorse any view, product, private business, cause or political candidate.
- Not represent personal opinions as State-endorsed views or policies.
- Adhere to existing policy when the State Emergency Operations Center or state's Joint Information Center is activated. All content related to the emergency will be disseminated through accounts maintained by the Emergency Management and Homeland Security Division of the Michigan State Police or designated lead department.

Related Tools: [State of Michigan's Social Media Website](#)

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[MI-Social Style Guide](#)

Definitions:

Agency Social Media Board Representative

A representative (typically the Public Information Officer) from each agency that represents the respective agency on the State of Michigan Emerging Media Board. For a list of representatives please visit www.michigan.gov/socialmedia.

Official State of Michigan Social Media Sites

Respective [State of Michigan portal sites](#) for official State of Michigan information.

Social Media Account Administrators

Responsible for creating, maintaining and monitoring content on respective agency social media sites. Actively engage with users and remove content that violates State of Michigan Web and social media policy.

Social Media Accounts

User accounts or profiles created on social networking sites.

Social Media

Online software applications that allow for the creation and exchange of user-generated content. For example, but not limited to: Facebook, Twitter, YouTube, LinkedIn, Flickr, etc.

State of Michigan Social Media Board

A statewide board with representatives from each agency and the Governor's Office which assists, educates and guides agencies in the use, creation and management of social media.

Approving Authority:

John Nixon, CPA
Director

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