State of Michigan
Technical Standard

1340.00.130.03 SOCIAL MEDIA STANDARD

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Authoritative Policy: [1340.00 Information Technology Information Security Policy](https://www.michigan.gov/dtmb/-/media/Project/Websites/dtmb/Law-and-Policies/Admin-Guide/1300/POLICY-1340-Information-Technology-Information-Security.pdf) (https://www.michigan.gov/dtmb/-/media/Project/Websites/ dtmb/Law-and-Policies/Admin-Guide/1300/POLICY-1340- Information-Technology-Information-Security.pdf)

Associated Procedures: n/a
Distribution: Statewide

PURPOSE

The state of Michigan (SOM) encourages the use of social media, social networking sites and emerging web tools to enhance transparency, communication, customer service, collaboration and information exchange among the SOM and the public. The purpose of the Social Media Standard is to establish a statewide standard for the creation, use, and management of official SOM social media, social networking accounts.

CONTACT/OWNER

Department of Technology, Management and Budget (DTMB)
DTMB Communications Office
Statewide Social Media Director and Digital Content Administrator (SDCA)

SCOPE

Compliance with this standard is mandatory for Executive Branch Departments, Agencies and Sub-units. This standard also applies to Committees, Commissions and Councils housed under SOM Executive Branch Departments, Agencies and Sub-units. This standard and its provisions apply to all social media, social networking accounts and sites created for the purpose of conducting official SOM business. This policy excludes elected official's social media, social networking accounts and personal social media accounts used to promote SOM business. Executive Branch elected officials and personal social media, social networking accounts are guided by [1340.00.130.02 Acceptable Use of Information Technology Standard](#) and [Michigan Civil Service Commission Rules and Regulations](#).

STANDARD

Approved social media, social networking technologies may be used for purposes directed by the SOM; however, only after the requestor receives approval according to this standard and only if the social media, social networking technology is listed

on the SOM Approved Social Media, Social Networking Technology List. The SOM's Statewide Social Media Director and Digital Content Administrator (SDCA) in the DTMB's Directors Office maintains a list of social media, social networking sites approved for use by the SOM. Requestors wanting to use social media, social networking technologies not found on this list should submit a written request to the SDCA at SocialMedia@Michigan.gov for review and approval or rejection. Requestors will not create, install, or manage social media, social networking accounts without following the provisions of this standard.

SOCIAL MEDIA, SOCIAL NETWORKING ACCOUNT REQUEST PROCESS

Social media, social networking account requests must be submitted through the approved request process. All proposals to create an official SOM social media, social networking account must be submitted for justification, goal assessment and approval using approved form DTMB-3584 SOM Social Media Account Request Form and the approved SOM Social Media Account Request Guidelines.

SOM SOCIAL MEDIA, SOCIAL NETWORKING ACCOUNT CREATION

All SOM accounts must adhere to the SOM social media, social networking account creation and management guidelines of this standard. All SOM social media, social networking accounts are subject to account and content self-audits to ensure they meet the provisions of this standard. Reference the SOM Account Self-Auditing section below for more information.

1. SOM social media, social networking accounts must follow Michigan.gov brand guidelines, the approved SOM social media style guidelines and agency specific brand standards. Employees are expected to regularly review the Michigan.gov brand guidelines and the approved SOM social media style guidelines. Failure to do so is not justification for noncompliance.

2. All approved SOM social media, social networking accounts must have three (3) authorized account administrators, including the SDCA using SocialMedia@Michigan.gov.

   a. SocialMedia@Michigan.gov must be listed as an administrator on all accounts which allow multiple assigned administrators to be associated with an account, page or site.

   b. Passwords must be maintained by the agency Public Information officer (PIO) or departmental social media administrator for all department SOM social media, social networking accounts requiring single use or unique logins e.g. Flickr, Instagram, Pinterest, Snap Inc., Twitter. Passwords must be provided to the SDCA upon request.

   c. All new Facebook pages will be owned by the "State of Michigan" Facebook Business Manager account or an approved departmental Facebook Business Manager account, with administrative rights being assigned to approved departmental staff. Department

Facebook Business Manager accounts must be approved by the SDCA prior to use. All Facebook pages assigned to a departmental Facebook Business Manager account must list the State of Michigan Facebook Business Manager account as an agency asset with full administrative rights. The State of Michigan Facebook Business Manager Account is used as an administrative tool to ensure the SCDA, [SocialMedia@Michigan.gov,](mailto:SocialMedia@Michigan.gov) has access to pages to provide support as needed.

d. All new LinkedIn pages will be owned by the "State of Michigan" LinkedIn Business Manager account or an approved departmental LinkedIn Business Manager account, with administrative rights being assigned to approved departmental staff. Department LinkedIn Business Manager accounts must be approved by the SDCA prior to use. All LinkedIn pages associated with a departmental LinkedIn Business Manager account must list the [SocialMedia@Michigan.gov,](mailto:SocialMedia@Michigan.gov) as an agency asset with full administrative rights. The State of Michigan LinkedIn Business Manager Account is used as an administrative tool to ensure the SCDA, [SocialMedia@Michigan.gov,](mailto:SocialMedia@Michigan.gov) has access to pages to provide support as needed.

e. All new YouTube accounts will be created as brand accounts under the "State of Michigan" YouTube channel, with administrative rights being assigned to approved departmental staff. All existing YouTube channels and brand accounts must list the State of Michigan, SocialMedia@Michigan.gov, as an account owner or manager with full administrative rights. This ensures the SDCA has access to channels/brand accounts to provide administrative support as needed.

SOM SOCIAL MEDIA, SOCIAL NETWORKING ACCOUNT MANAGEMENT

1. All SOM communications through social media, social networking channels should remain professional in nature and should be conducted in accordance with SOM and agency communications policy, practices, and expectations, including the following:

   a. Refrain from posting content or engage in activities that violates city, state, or federal laws and regulations.

   b. Not comment on or post anything related to legal matters or litigation without appropriate approval. Approvals should be reviewed and approved by the agency PIO or related agency designee by the PIO.

   c. Adhere to the content strategies, goals and objectives set forth by the agency, including the identified SOM posting frequencies. Approved SOM social media, social networking accounts must proactively post content Monday through Friday during SOM normal business hours. Accounts are encouraged but not required to post content on Saturday and Sunday. SOM posting frequencies by approved technologies are referenced in the

approved SOM Social Media Content Guidelines in the Related Tools section of this standard.

   d. Do not use the SOM or agency names or graphical representation (logos) to endorse any view, product, private business, cause or political candidate.

   e. Do not claim ownership of content that is not owned or generated by the SOM. If non-SOM or -agency content is shared it should identify and link back to the original source.

   f. Respond to all inquiries, comments and posts warranting a response within one (1) business day. All replies should use professional conversational language that encourages comments and engages follow-up conversation. Reference the SOM Social Media Community Guidelines and the SOM Social Media Engagement Guidelines referenced in the Related Tools section of this standard.

   g. Respond to constituent inquiries and postings using an official SOM-approved account. Do not use non-SOM (personal) accounts to respond to inquiries or postings.

   h. Review and remove content that violates SOM web and social media standards, archiving content according to SOM and agency practice. The SOM's practices for removing and archiving content is outlined in the SOM Community Guidelines and the SOM Social Media Content Removal and Archiving Guidelines referenced in the Related Tools section of this standard.

2. SOM social media, social networking accounts should adhere to existing Public Act 390 of 1976 when the State Emergency Operations Center or SOM'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.

3. All SOM social media, social networking account administrators and content authors must adhere to the SOM social media, social networking account administration and related guidelines referenced in this provision.

SOM SOCIAL MEDIA, SOCIAL NETWORKING ACCOUNT ADMINISTRATION

Every day people engage with the SOM in many online conversations. The SOM recognizes the importance of participating in these conversations and is committed to ensuring we listen and participate in meaningful ways. The SOM believes our employees are the biggest advocates of Michigan; and our social media policy is one that empowers employees to engage with the public in a direct, transparent, and meaningful manner.

This section of the standard addresses governance of social media, social networking account management by SOM employees:

1. SOM employees acting on behalf of the SOM using social media for official SOM business must adhere to the existing SOM 1340.00.130.02

[Acceptable Use of Information Technology Standard](#) and the [Michigan Civil Service Commission Rules and Regulations](#). Employees are expected to review these guidelines regularly. Failure to do so is not justification for noncompliance.

2. All SOM employees, contractors and third parties with access to SOM social media, social networking accounts must be approved by the SOM to have access to the SOM social media, social networking accounts. All parties must complete the DTMB-3586 SOM Social Media Employee Certification form or a DTMB-3587 SOM Social Media Contractor (Third Party) Certification form referenced in the Forms section of this standard. Agency PIOs and departmental social media administrator or PIO assigned designees are responsible for ensuring all approved employees, contractors and third parties have a signed form on file with the SOM and the SDCA.

3. SOM employees, contractors and third parties will follow all guidelines referenced in the Related Tools section of this standard and referenced in the SOM Social Media Governance Team Site.

4. In the event a social media, social networking account is accessed, or content is posted by an unauthorized user, an account administrator will notify their social media team, the agency PIO and the SDCA immediately. Account administrators will ensure the account follows outlined SOM Social Media Account Security Guidelines, content removal and archiving processes as outlined in the Related Tools section of this standard.

5. If a person with access to a social media, social networking account leaves the SOM or contracted agency, his/her access to all social media, social networking account(s) must be removed by the departmental social media administrator. Changes with account administrators must be recorded with the agency PIO or departmental social media administrator and should be forwarded to the SDCA in a timely manner. Passwords for accounts requiring user specific or shared login credentials must be changed when employees or contracted staff leave the SOM or are assigned to other job duties.

6. Departmental social media administrators or an approved designee by the agency PIO is responsible for tracking and reporting social media, social networking analytics to the SCDA. Analytic reporting information is referenced in the SOM Social Media Analytics Report Card Guidelines in the Related Tools section of this standard. All SOM social media, social networking accounts under this provision are required to report metrics according to the guidelines. Reporting account metrics according to the guidelines helps determine effectiveness of activity on social media, social networking sites and guides improvement strategies for engaging with the public.

SOM Social Media, Social Networking Account Self-Auditing

All SOM social media, social networking accounts are subject to account self-audits using the DTMB-3588 SOM Social Media Account Self-Audit Report form and the SOM Social Medial Account Self-Audit Guidelines. Regular account and content self-audits should be conducted by the agency/office/division/section/unit/or program that manages the account to ensure the account meets the provisions of this standard and all related guidelines references in the Related Tools section. All SOM social media, social networking accounts should complete at minimum one account self-audit annually and report the findings to the agency PIO and the SDCA. Self-audits should be completed by the departmental social media administrators or designated appointee by the PIO. Results of self-audits will aid the SOM in determining effectiveness of activity on social media, social networking sites and will guide improvement strategies for engaging with the public. Account self-audit information can be found in the SOM Social Media Account Self-Audit Guidelines referenced in the Related Tools section of this standard. Account self-audits may be completed by SOM leadership and the SDCA at any time to ensure accounts are compliant with SOM social media standards.

SOM Social Media, Social Networking Account Deactivation/Closure

SOM social media, social networking account(s) may close or be requested to close for a variety of reasons. Accounts may be deactivated, unpublished or deleted all together. All proposals to deactivate, unpublish, or delete an official SOM social media, social networking account must be submitted for justification following the SOM Account Deactivation/Closure Guidelines outlined in the Related Tools section of this standard. The DTMB-3585 SOM Social Media Account Deactivation/Closure Form is referenced in the Related Tools section of this standard.

SOM Social Media, Social Networking Website

Approved SOM social media, social media networking and affiliated SOM accounts may be listed on the public SOM Social Media Website. Agencies are encouraged to link to the SOM Social Media webpage from their agency webpages and respective SOM social media, social networking accounts.

RELATED TOOLS

All Related Tools are available in the SOM [Statewide Social Media Governance Team Site](http://digital.michigan.gov) (http://digital.michigan.gov).
SOM Approved Social Media, Social Networking Technology List*
SOM Social Media Account Request Guidelines*
SOM Social Media Account Self-Audit Guidelines*
SOM Social Media Analytics Report Card*
SOM Social Media Analytics Reporting Guidelines*
[SOM Social Media Community Guidelines](https://www.michigan.gov/som/social-media-pages/social-media-community-guidelines)* (https://www.michigan.gov/som/social-media-pages/social-media-community-guidelines)
SOM Social Media Engagement Guidelines*
SOM Social Media Content Guidelines*

SOM Social Media Content Best Practices Guidelines*
SOM Social Media Content Removal and Archiving Guidelines*
SOM Social Media Account Security Guidelines*
SOM Social Media Account Deactivation/Closure Guidelines*
[SOM Social Media Website](http://www.michigan.gov/socialmedia) (http://www.michigan.gov/socialmedia)
SOM Social Media Style Guide*
[Michigan.gov Brand Guidelines](http://digital.michigan.gov) (http://digital.michigan.gov)
Statewide Social Media Governance Team Site

*Available in the SOM Social Media Guidelines Book posted in the Team Site.

FORMS

All SOM social media forms are available on the [Inside Michigan Forms](https://stateofmichigan.sharepoint.com/teams/insidemi/for-your-job/forms) page (https://stateofmichigan.sharepoint.com/teams/insidemi/for-your-job/forms).

[DTMB-3584 SOM Social Media Account Request](https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Account%20Request.docx)
(https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Account%20Request.docx)

[DTMB-3585 SOM Social Media Account Deactivation/Closure Request](https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Account%20Deactivation-Closure%20Request.docx)
(https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Account%20Deactivation-Closure%20Request.docx)

[DTMB-3586 SOM Social Media Employee Certification](https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Employee%20Certification.docx)
(https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Employee%20Certification.docx).

[DTMB-3588 SOM Social Media Account Self-Audit Report](https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Account%20Self-Audit%20Report.docx)
(https://stateofmichigan.sharepoint.com/teams/insidedtmb/work_/DTMB%20Forms/SOM%20Social%20Media%20Account%20Self-Audit%20Report.docx)

REFERENCES

[Michigan Civil Service Commission Rules and Regulations](https://www.michigan.gov/mdcs/rules-regs)
(https://www.michigan.gov/mdcs/rules-regs).

[Public Act 390 of 1976](http://legislature.mi.gov/doc.aspx?mcl-act-390-of-1976) (http://legislature.mi.gov/doc.aspx?mcl-act-390-of-1976).

[SOM 1340.00.130.02 Acceptable Use of Informaiton Technology Standard](http://www.michigan.gov/documents/dtmb/1340.00.01_Acceptable_Use_of_Information_Technology_Standard_458958_7.pdf)
(http://www.michigan.gov/documents/dtmb/1340.00.01_Acceptable_Use_of_Information_Technology_Standard_458958_7.pdf).

DEFINITIONS

Approved State of Michigan Social Media, Social Networking Site

A social media, social networking site on the approved SOM social media, social networking technologies list. List is managed by the SDCA and is available by contacting SocialMedia@Michigan.gov.

Departmental Social Media Administrator

SOM employees approved by the agency PIO to oversee agency / office / division / section / unit / and program social media, social networking accounts.

The departmental social media administrator works with the PIO and social media, social networking account administrators to ensure that SOM accounts are in compliance with this standard. The departmental social media administrator is responsible for sharing social media, social networking policy updates and best practices with agency staff. They are also responsible for account self-auditing and reporting analytics on departmental accounts to the SDCA.

Official State of Michigan Social Media Sites

See respective SOM portal site at SOM Social Media Website for a public listing of accounts. The SDCA maintains a global list of SOM active, unpublished and deleted SOM social media, social networking accounts.

Statewide Social Media Director and Digital Content Administrator

The Statewide Social Media Director and Digital Content Administrator (SDCA) develops, implements and maintains statewide policies, guidelines, strategies and goals relating to social media. The SDCA works with PIOs and departmental social media administrators to provide training and promote best practices in the use of social media, social networking technologies for the SOM.

Social Media Account Administrators

SOM employees approved by the agency/office/division/section/unit/or program PIO responsible for creating, maintaining and monitoring content on SOM social media, social networking sites. Account administrators actively engage with users and remove content that violates SOM web and social media policy.

Social Media Accounts

User accounts or profiles created on social media, social networking sites.

Social Media, Social Networking Sites

Social media, social networking sites are third party internet and mobile-based tools for discussing and sharing information. Third party social media sites have terms of service and policies that are not governed by the SOM. These third-party sites are not official SOM web sites and the third party's website terms of service and policies apply. Each SOM agency is responsible for ensuring its approved employees and vendors comply with third party terms of service and policies. Examples of social media, social networking sites include, but are not limited to: Facebook, Twitter, LinkedIn, YouTube, etc.

APPROVING AUTHORITY

Michelle Lange, Acting Director   Revised: 11/18/2022