

## Social Media Policy Project Guide

Social media has become the number one way for government entities to communicate and engage with their constituents. In order to mitigate the risks associated with you using social media, government agencies and school districts need to maintain a clear social media policy. These policies help agencies remain proactive in handling any issue that may arise on social media. This guide strives to provide you an outline to guide discussions on creating or updating a social media policy for your agency or school district.

Action Item	Owner	Timeframe	Comments	Status
<b>Policy Research</b>				
Conduct External Research <i>Examine other policies, and local laws regarding employee guidelines</i>				
Internal policy research <i>Examine existing internal policies to prevent duplication and examine policies in need of expansion.</i>				
Input from HR & IT <i>Examine distribution strategies and points of implementation.</i>				
<b>Writing the Policy</b>				
Create policy for internal users				
Create policy for external users				
Inclusion of state and Federal ordinances on retention				
<b>Approval</b>				
Pub Info, IT, HR				
General Manager				
Commission Attorney				
Management Team				

### Informing Employees

Send HR copies to include in new employee manuals				
Create a memo for distribution to current employees and affected parties.				
Print & Distribute Memo/Policy/Guidelines				
Post on internal access locations (e.g. intranet sites)				

### Share Externally

Post on agency website				
Post make available on all social media pages.				

### Training

Get with training officer for opportunities to train new and existing employees.				
--	--	--	--	--

Want to learn more about social media policy, and how to remain compliant with social media public record laws? Visit us at [ArchiveSocial.com](https://www.archive-social.com) to see more resources on using social media safely and hear from experts about how to grow you following, engage your community, and how to remain compliant to legal requirements.

