



## POLICY

Effective Date: 5-11-2012  
Cancels/Supersedes: \_\_\_\_\_

Approved By: [Signature]

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### POLICY 45-6 EMPLOYEE USE OF SOCIAL MEDIA

**Pol-Pro 70-15;** Employee conduct and ethics  
**Pol-Pro 70-38;** Internet connectivity and use

The Washington State Parks and Recreation Commission's use of social media is to effectively represent the Commission's mission, goals, policies and activities to external individuals and organizations in order to encourage public awareness and engagement, enhance public information and support marketing and business functions of the agency.

#### Purpose

The purpose of this policy is to establish guidelines for the creation and use of social media by Commission employees.

#### Definitions

*Social media:* "Websites, internet applications and other online means of communication used to publish and/or distribute text, images, videos, website hyperlinks and other information as a way of sharing with the public. Social media includes blogging, micro-blogging, content-sharing, wikis, online forums and social networking. Social media sites also are referred to as social media or social media applications."

*Public comment:* "All text, images, videos, website hyperlinks and other information published, posted and/or distributed through Commission social media by the public. This includes micro-blogs, status updates, direct messages and tweets."

### **Development, management and operation**

Public Affairs staff is responsible for the development, management and operation of established Washington State Parks and Recreation Commission social media unless otherwise assigned to park or program staff by the Public Affairs Director.

### **Content**

Content proposed for social media applications must be submitted to the Public Affairs Office to be considered for use on agency social media.

### **Appropriate use**

Commission employees will not conduct agency business on social media unless assigned by the Public Affairs Director.

Employees using social media will not represent their opinions or third-party views as the views or policies of the Commission.

Employees assigned to Commission social media management and operation will only respond to comments in a limited capacity and as instructed by the Public Affairs Director.

In alignment with agency policy prohibiting personal use of Internet on paid time and using state resources and equipment, employees shall not view or use Washington State Parks & Recreation Commission social media during paid time unless such use is consistent with Policy/Procedure 70-15.