

DEPARTMENT OF MILITARY AFFAIRS
STATE HUMAN RESOURCES
PRACTICE AND PROCEDURE MANUAL

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SUBJECT: Social Media

SECTION: Information Management

1. The purpose of this bulletin is to provide notice that the department is formally adopting the policy and guidance provided in the state's Wisconsin Human Resources Handbook (WHRH), [Chapter 480](#), Social Media Use in State Government. Employees without a work computer should request a written copy of WHRH Chapter 480 from their supervisor.
2. WHRH Chapter 480 provides policy and guidance in the following areas:
 - a. Professional use of social media for official agency business,
 - b. Unofficial or personal use of social media and social networking, and
 - c. Public records, records retention, and other considerations.
3. The following are DMA-specific policies and procedures that must be followed when participating as an official representative of the DMA with an external presence.
 - a. Obtain permission. Users shall not speak on social media websites or other on-line forums on behalf of the DMA, unless specifically authorized by the agency head or DMA Public Affairs Office (PAO).
 - b. All proposed social media projects (i.e. design, development, and system support) shall be reviewed and approved by management and PAO. The PAO will work with the State Information Technology Office to ensure the project meets State IT parameters.
 - c. The content of approved social media sites shall be owned and maintained by the program producing and using the site. Employees using social media to communicate officially on behalf of their program must have prior management authorization and permission before doing so.
 - d. Identify yourself. Always use your government issued email address to establish an account on a DMA social media platform. State your name and position or working job title in your first post and always include this information in your subsequent posts and comments.
 - e. The DMA retains copyright to any material created by DMA employees in the course of their official duties, including materials posted to any forum, social media site, or web page by any employee in the course of his or her duties.
 - f. Security is extremely important. Proper use of the DMA network system is required to protect information stored on the system. To help prevent a breach of security when working on your DMA social media site, whenever possible, create, comment, and respond using your DMA computer and network.
 - g. Periodic review of interactive internet activities involving social media may be conducted by PAO, State IT or management.
 - h. Correct mistakes as soon as possible. If you make a mistake, admit it and be quick to provide a correction. Contact the DMA Public Affairs Office to report potentially significant errors. When correcting misinformation posted by others, keep it factual, appropriate, and polite.
 - i. If an online social media participant posts inaccurate, accusatory, or negative comments about the DMA, do not engage the post without involvement from management or PAO.