Innovations in Communication and Exchange of Agency Information—
The Evolution of Social Media Policy in a State Agency
Disclaimer

- This is not legal advice
- All the thoughts are my own, not my employer’s
- You assume all risk

- Okay?
Disclaimer

Your mileage may vary!
What is Social Media?

- My Space, Facebook, Meetup
- LinkedIn
- Twitter
- Many, many others...
What are Collaboration Tools?

- Wiki: A piece of server software that allows participants to freely create and edit Web page content using any Web browser
- Sharepoint, Google docs
Prevalence of Social Media at Work

1,400 CIOs were asked:

“Which of the following most closely describes your company’s policy on visiting social networking sites, such as Facebook, MySpace and Twitter, while at work?”
CIO responses:

- Prohibit completely: 54%
- Permitted for business use only: 19%
- Permitted for limited personal use: 16%
- Permitted for any type of use: 10%
- Don’t know/no answer: 1%

Source: Robert Half Survey, 10/07/2009
What Are The “Cons”?  

- Waste of time  
- Data leakage  
- Bandwidth issues  
- Security (hacking)  
- Security (social engineering, phishing)  
- Inappropriate content
What are the “Pros”?

- Security (emergency announcements)
- Public Relations (share success stories)
- Educational Information
- Customer Service
- Encourage citizen involvement
- Recruiting
Government Response to Date

Government agency response to social media phenomenon has generally been...

- Ignore
- Just say “no”
What Does Your Executive Management Want?

The decision to use social media is a RISK/BENEFIT management decision—

Not an IT decision.
What past First Lady famously said “Just say ‘No’ ” to illegal drug use?

A. Betty Ford
B. Nancy Reagan
C. Jackie Kennedy
D. Hillary Clinton
Social Media and Legal Issues

- Acquisition and Procurement
  - Competitive bidding required?
  - Indemnification clauses
- Legal Jurisdiction and Venue
Social Media and Legal Issues

- Who speaks for the agency?
  - Is what an employee posts legally binding?
- Which employees can use social media?
  - How are employees “credentialed”?
- Who monitors/censors inappropriate postings by members of the public?
Social Media and Legal Issues

- ADA compliance

  - How do you ensure equal access to information for citizens in social media?

  - Is social media accessible to disabled employees?
Social Media and Legal Issues

Records Management

- How long are postings kept?
- What versions of a document are maintained?
- In the case of a wiki, should the collaborative process leading to a final product be considered a record?
- If one agency hosts a wiki and another agency posts, who has ownership?
Social Media and Legal Issues

- Data Practices Requests and “Legal Holds”:
  - Who knows where the “buckets” of data are kept?
  - How do you know you have all of the data?
Social Media and Legal Issues

Informality of social media may lead to comments which are legally harmful to the government agency.

Example: State agency IT project--wiki comments
Trivia Question

The founders of Facebook were sued by former college friends, who claimed copyright infringement. Where did they attend school?

- MIT
- Harvard
- CalTech
Social Media and Security Issues

Social media can make internal networks more vulnerable to:

- Spear phishing
- Social Engineering
- Web Application Attacks
Spear Phishing

An attack that targets a specific user or group of users, and attempts to trick the user into performing an action that launches an attack, such as opening a document or clicking a link.

Relies on attacker having some personal information about the user.
Social Media and Security Issues

- Social Engineering
  - Relies on exploiting personal knowledge about the victim, and building trust, then exploiting it.
  - Social media sites can reveal a wealth of very private and personal information.
Social Media and Security Issues

- Web application attacks
  - Not easy to determine if a social media web site follows minimum level of security controls (OWASP); many do not.
  - Hijacked accounts can be used to spread false posts, tweets or messages to the public, or to spread malware.
Social Media and Security Issues

“How Cybercriminals Invade Social Networks and Companies”—USA Today—March 4, 2010

“Hey Alice, look at the pics I took of us last weekend at the picnic. Bob”
Trivia Question

Which Hollywood celebrity stated: “I would rather have a rectal exam on live TV by a fellow with cold hands than have a Facebook account”:

- Arnold Schwartznegger
- George Clooney
- Meryl Streep
Social Media and Information Quality

- How do you maintain accuracy and credibility of information posted?
- Should citizens be encouraged to look at official web sites before social media options?
- Do employees who use social media at work need special training?
Executive Management wanted to begin the use of social media, but wanted a balanced approach.

“Take baby steps.”
The Mn/DOT Decisions

Mn/DOT’s Policy Developed Jointly by:

Communications Office and

Office of Information and Technology Services
The Mn/DOT Decisions

- Any postings to social media with information intended for the general public would need to be managed by the Office of Communications.

- Other technologies need less management.

- Distinction between viewing and posting content.
Mn/DOT determined it needed two policies:

1. “Social Media” Technology Use

2. “Collaboration Technology” Use
Mn/DOT Stakeholders/Reviewers

- General IT community
- Technical support staff
- Data practices Officer
- Records Manager
- Communications professionals
- Executive management
The Mn/DOT Basics. . .

- If “social media”, need prior approval.
- Appropriate and secure use is expected.
- Records management issues.
- Note: (If access is blocked by Mn/DOT’s Internet Filter product, then unblock when authorized).
Mn/DOT Experience So Far...

- Have your procedures and forms in place for those who will be authorized to post to social media technologies.

- Expect some confusion, questions.

- Expect to amend the policy as technologies and their use evolve.
Resources

- www.collaborationproject.org
  - The National Academy of Public Administration
- www.usa.gov/webcontent/technology
  - Federal Web Managers Council
- www.admin.state.mn.us/documents/web_2.0_policy.pdf
  - Social Media Policy for MN Dept. of Admin
Resources

n http://webdepot.umn.edu/social_guidelines.php
  n University of Minnesota social media guidelines

  n State of California social media guidelines
Bonus Trivia Questions

- “I’m sorry, Dave, I’m afraid I can’t do that.”
- “It looks like you’re writing a letter, do you want help?”
- “640K should be enough for anybody”.
- “Mr. Watson, come here.”
- “Any sufficiently advanced technology is indistinguishable from magic”.
- “During my service in the U.S. Congress, I took the initiative in creating the Internet.”
- “On the Internet, nobody knows you’re a dog”.

On the Internet, nobody knows you’re a dog.”
Bonus Trivia Question

- New Yorker Cartoonist, Peter Steiner
- Al Gore
- Bill Gates
- Alexander G. Bell
- Clippit AKA Clippy
- Arthur C. Clark, “Profiles of the Future”
- HAL
Questions?
Thank You!

Linda Dahlen, J.D., CISSP
Chief Information Security Officer
Minnesota Department of Transportation
linda.dahlen@state.mn.us