

Policy: Social Media	Effective Date: December 1, 2017
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Authorized By: Jill Remington Love, Executive Director	

Purpose

The Department of Cultural and Community Engagement (CCE) is committed to maintaining a work environment that is safe and empowering for employees, and that promotes the individual value of each Department employee. This policy will provide guidance in creating and managing content on social media platforms. The purpose is to encourage respectful use of social media to inform and educate our patrons and facilitate conversations within the community.

Guidelines

The department adheres to the Utah Department of Human Resource Management (<https://dhrm.utah.gov/policies-rules/social-media-guidelines-for-employees>) Social Media Policy. This policy complements those guidelines, but unless explicitly identified, should always be considered as subordinate to the DHRM policy.

- All official social media platforms will clearly identify their relationship to the department, division, or program they represent. This can be done by using a logo or within the profile description.
- All department, division, or program social media sites should be considered property of the State of Utah and under authority of the Department of Cultural and Community Engagement.
- Official social media sites must be managed by a staff member who is accountable for content and responsive to other users.
- Passwords for all sites and tools will be shared with the respective division director as well as the Department PIO. The CCE PIO or their designee shall have administrative access to department-related social media accounts. If requested, a division or program will grant administrative access to the department PIO for official social media accounts.
- Department, Division, or Program social media should be used to promote upcoming events, educate the public about programs of the Department and Divisions, and celebrate the people and places served.
- Cross-posting content from other divisions, state agencies, or outside entities is encouraged as long as it reflects the purpose of the social media account and does not contradict official state policy or positions.
- Whenever possible, official department, division, or program social media accounts should be based on a valid State of Utah e-mail.
- If online comments are enabled, a staff member must be responsive and accountable for their content. The following disclaimer should be clearly visible: "The [Department or Division] retains the right to remove offensive, vulgar, or defamatory comments, as well as personal attacks. Repeated offenses may lead to the blocking of the user. All comments are subject to the Utah Government Records Access and Management Act (GRAMA)."