

## Getting Started: Designing a social media policy

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Many agencies have either adopted or are in the process of adopting social media tools for official business. In doing so, the need for a new policy to address the issues connected to social media use in a governmental context has become increasingly clear. Yet, as we have found in our research, relatively few have implemented formal social media policies and/or guidelines. Policies that regulate the users of these emerging technologies for personal, professional, and agency reasons can create clarity for employees, as well as provide direction for agencies on how to address potential legal and regulatory issues.

In addition to considering the essential eight elements, the following strategies provide some further guidance for those just getting started.

Creating a policy for the use of social media policy by a government agency is not a simple task. One not only has to contend with an ever-changing landscape of the social media environment, but also with the various ways government employees are using these tools to do their work. And, as with any other policy, social media policies should be reviewed periodically to ensure that they continue to reflect the agency's changing strategy and priorities. This report should serve as a brief guide for governments who are in the process of crafting their social media policy or are simply thinking about embarking on this journey.

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