

Operational Policy

Policy title:	Personal Use of Social Media		
Policy number:	DHS OHA 060-045		
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Approved:	Kris Kautz, Deputy Director OHA Don Erickson, Chief Administrative Officer DHS		

Purpose

The Department of Human Services (DHS) and the Oregon Health Authority (OHA) are committed to having staff use social media in a way that is representative of DHS|OHA values and goals. The agencies are committed to employees use of personal social media not impacting the business or services DHS|OHA provide.

Description

This policy and its associated guidelines contain standards for the use of personal social media accounts to ensure compliance with relevant laws and policies.

Applicability

This policy applies to all DHS and OHA staff including employees, volunteers, trainees and interns, as well as contractors and vendors.

As keepers of the public trust, DHS|OHA employees have a responsibility to comply with state and agency policies, administrative rule, and state and federal law. The agencies take this responsibility seriously and failure to fulfill this responsibility is not treated lightly. Employees who fail to comply with state or department policy, administrative rule, or state and federal law may face progressive discipline, up to and including dismissal from state service.

Policy

1. Social media is defined as any website or application that enables users to create and share content or participate in social networking, including but not limited to Facebook, Twitter, Google+, YouTube and LinkedIn.
2. This policy does not regulate the exercise by DHS|OHA staff of the rights they are entitled to under the U.S. Constitution, the Oregon Constitution, or other federal and state statutes or rules, including the right to engage in any form of protected speech.
3. DHS|OHA staff should be aware that their personal social media activities may affect their employment if those activities violate statute or rule or negatively impact or interfere with the business interests of DHS|OHA, including affecting other staff, the individuals served by DHS|OHA, or agency business processes.
4. DHS|OHA may investigate personal use of social media by agency staff to determine if use negatively impacts or interferes with the business interests of the agency, or are in violation of statute, rule, policy or general expectations of work performance.

5. During working hours, DHS|OHA staff may use personal social media accounts only in accordance with state and department policies related to the acceptable use of state information assets. This use may be prohibited if use is disruptive to the workplace or interferes with assigned duties.
6. DHS|OHA monitor the use of all state-owned information assets regardless of whether the use is for official or limited personal reasons.
7. DHS|OHA staff shall not post confidential information (other than their own) including personally identifiable information (PII) and protected health information (PHI) to social media sites.
8. When using personal social media accounts, DHS|OHA staff shall protect the identity of individuals served by the state in alignment with agency privacy and security policies.
9. Even when information has been made public by another source, staff shall not post or display information of any kind to social media accounts, including video, pictures, or comments that:
 - a. Could be used to identify individuals served by the state.
 - b. Relates to individuals served by the state.
10. DHS|OHA staff may share:
 - a. Agency content originally posted by a DHS|OHA social media site used for agency promotion based on the assumption that the agency has a proper media release permitting the information to be made public.
 - b. Oregon-related content posted by the media industry.
 - c. Staff shall not provide additional information about individuals featured in posts by a social media site used for agency promotion or the media industry.
11. DHS|OHA staff shall not use personal social media accounts to:
 - a. Post or display video, pictures or comments that are discriminatory, vulgar, obscene, threatening, intimidating or harassing.
 - b. Engage in illegal activity.
 - c. Compromise the safety or security of another individual or the public.
12. When using state owned computers or mobile communication devices, DHS|OHA staff shall not use social media applications such as chat rooms, teleconferencing, direct messaging or games.
 - a. Agency approved chat, teleconferencing, and direct messaging may be used for business purposes.
 - b. Agency approved chat, teleconferencing and direct messaging are subject to public records and retention requirements.
13. Unless approved in an alternative agency social media policy, when using state owned computers or mobile communication devices or when on duty, DHS|OHA staff shall not use social media to:
 - a. Conduct public meetings.
 - b. Create unapproved aliases or fake accounts.
 - c. Solicit sales or funds for personal use.
14. DHS|OHA staff shall not use personal social media accounts to:
 - a. Represent the individual's affiliation with DHS|OHA or the individual's official position as providing authority or legitimacy to the individual's personal social media posts.
 - b. Represent an individual's opinion as the opinion or policy position of the agencies.
 - c. Contact or message individuals receiving agency services.

References

[ORS 192.018 and ORS 19.108](#)

[ORS 659A.330](#)

[DAS State guidelines for social networking media](#)

[DAS 107-004-110 Statewide policy on acceptable use of information assets](#)

[DAS 107-004-050 Statewide policy on information asset classification](#)

[DAS 50-010-01 Discrimination and harassment free workplace](#)

[DAS 50-010-02 Violence free workplace](#)

[DAS 50-010-03 Maintaining a professional workplace](#)

Forms referenced

[DHS 2130 Media release/consent form – Adults](#)

[DHS 2131 Media release/consent form – Minors](#)

Related policies

[DHS|OHA 060-002 Conflict of interest](#)

[DHS|OHA 060-037 Use of state property](#)

[OHA 100-002 Individual privacy: Permissible and prohibited use and disclosure of information](#)

[DHS 100-003 Uses and disclosure of individual information](#)

[DHS 100-009 Enforcement, sanctions and penalties for violations of individual privacy](#)

[OHA 100-012 Enforcement, sanctions and penalties for violations of individual privacy](#)

[DHS|OHA 120-003 Sensitive issues](#)

[DHS|OHA 070-001 Mobile communication devices](#)

[DHS|OHA 090-003 Access control](#)

[DHS|OHA 090-009 Administrative, technical and physical safeguards](#)

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