

## SOCIAL MEDIA USE ADVISORY

Use of social networking is growing at a phenomenal rate. Information from the World Internet usage Statistics in 2008 indicates one in three Americans set up a profile on a social networking site such as Facebook, MySpace or a personal blog. Nucleus Research found half of the employees surveyed use Facebook during work hours.

When used properly, social networking is a form of communication that facilitates relationships between people, encourages new ideas, and conveys information. When used improperly, however, it can cause work-related difficulties. This advisory will address using social networking for state business and using personal social networking that may affect state business and your employment.

There are four general scenarios in terms of social networking use:

1. Use of social networking sites on work time using the State of Oregon's equipment.
2. Use of social networking sites on non-work time using the State of Oregon's equipment.
3. Use of social networking sites on work time using personal equipment.
4. Use of social networking sites on non-work time using personal equipment.

In addition to each of the four scenarios above, if the content of the social networking material becomes a concern there are the variables of whether the topic of the posting:

- Identifies or reflects upon the employee in an unprofessional manner.
- Identifies or reflects upon other Oregon legislative employees or members, or, possibly, the Oregon Legislature as an organization.

**WHEN USING STATE OF OREGON EQUIPMENT, on work time or on non-work time the following uses are NOT acceptable:**

- A. Receiving economic benefit or cost avoidance due to your identification as a State or Oregon or legislative employee.
- B. Use is improper, immoral, illegal or unethical.
- C. Incurring cost, or *de minimus* cost, to the Oregon Legislature or State of Oregon, (i.e. memberships, administrative use costs)
- D. Personal publishing or postings that are unprofessional, false, indecent, lewd, tasteless or discriminatory remarks, proposals, jokes, stories, anecdotes, etc.

## WORKPLACE CONSIDERATIONS

Guidelines regarding the impact upon the workplace, whether using public or private equipment, on or off the job:

- promote the best interests of the Oregon Legislature;
- promote harmony and good will in the workplace;
- demonstrate language and conduct that reflects positively on the Oregon Legislature;
- treats public, elected officials, staff with dignity and respect;
- fosters positive working relationships;
- no harassing, threatening, or discriminatory comments; and
- abstain from conduct (on or off the job) that reflects adversely on employee honesty, trustworthiness, as well as fitness to perform.

## CONDUCT EXPECTATIONS

Employees are expected to meet the highest standards of professional conduct and ethics while on the job, and also to maintain those same high standards when taking actions in their personal lives that could reflect on the Oregon Legislature.

The Employee Services staff is available to assist supervisors and employees in working through unique situations or circumstances which might arise.

Legislative Administration provides this advisory to raise awareness and convey expectations. Use this document to ensure your social networking for state business **and** personal social networking that may affect state business are positive and trouble-free.