

DIRECTIVE NUMBER: 500-07-14

DATE: June 30, 2014

TO: All Kansas Department of Labor Employees

FROM: Lana Gordon, Secretary of Labor

SUBJECT: Social Media Policy

1. **Purpose.** To establish a policy for use of Kansas Department of Labor (KDOL) social media sites.
2. **References.** Directive [700-02-07](#), Information Technology Acceptable Use Policy; Directive [700-13-12](#), Internet Use Monitoring and Filtering Policy; [State of Kansas Social Media Policy](#).
3. **Background.** Social media is Internet-based communication tools such as Facebook, Twitter and Pinterest. KDOL's use of social media is a public service to the citizens of Kansas. The Department uses social media to:
 - Lead the conversation about KDOL, and respond to what's being said about the agency and its programs
 - Expand the reach of content and drive traffic to KDOL's online resources
 - Provide accurate and timely information and helpful tips to customers
4. **Procedure.** The KDOL Communications team currently uses social media sites such as Twitter and Facebook to share information with the general public. By accessing, viewing and/or posting any content to any KDOL social media site, employees must accept the following terms of use. Failure to comply with these policies and procedures may result in disciplinary action.
 - **Official Posts:** All official posts will be made solely by the KDOL Communications Division. Only approved communications will be posted to KDOL social media sites. Information may be submitted for posting approval to Communications@dol.ks.gov. Posts will be reviewed for quality, consistency with overall KDOL messages, priorities, goals, etc.
 - **Employee use:** If you choose to follow and/or respond on any KDOL social media sites, you must adhere to the following guidelines:

Do not speak on behalf of the agency: KDOL employees engaging in social media are prohibited from acting as an official KDOL spokesperson, unless given the express approval to do so by the KDOL Director of Marketing and Communications or the Secretary of Labor. Further, KDOL employees are prohibited from giving advice or recommendations regarding unemployment or other KDOL programs. Additionally, KDOL employees must not knowingly communicate inaccurate or false information and should never identify a co-worker or oneself as an employee.

Confidentiality: KDOL employees must protect all state of Kansas information that is considered to be non-public in nature. This includes information received internally via email or your supervisor. A general rule of thumb is: if it's not posted to the KDOL website, it is not public knowledge.

Personal information: You are prohibited from posting any content that is considered personal information about a customer including any information about customer-specific accounts. This includes, but is not limited to, all information considered confidential under the provisions of K.S.A. 44-714(f), K.A.R. 50-2-4 and 42 U.S.C. 503.

General use: KDOL reserves the right to prohibit, restrict, block, suspend or terminate access to social media sites as stated in Directive: [700-13-12](#), Internet Monitoring and

Filtering Policy. Exceptions to this rule will be granted on a “need to know” basis, requiring written approval by the employee’s supervisor and/or the Chief Information Officer.

Employees shall have no expectation of privacy when using social media sites.

Employees that fail to conduct themselves in an appropriate manner shall be subject to the disciplinary procedures outlined in KDOL Directives and the KDOL Employee Handbook (up to and including termination).

5. **Consideration.** The provisions listed in the KDOL Social Media Policy are in addition to those set out in the [State of Kansas Social Media Policy](#), issued on Feb. 18, 2013.
6. **Action Required.** This policy may be updated at any time without notice. Each time a user accesses a KDOL social media site, the new policy will govern usage, effective upon posting.
 - To remain in compliance, KDOL suggests that you review the policy, as well as the other website policies, at regular intervals. By continuing to post any content after such new terms are posted, you accept and agree to any and all such modifications to this Policy.
 - Further, KDOL employees should be aware of, and in full compliance with Directive [700-02-07](#), Information Technology Acceptable Use Policy.
7. **Inquiries.** Communications Director, (785) 296-0901 or Communications@dol.ks.gov
8. **Revision History.** Updated June 2014

Lana Gordon, Secretary of Labor
Signature on file

Rescissions: 500-01-10	Expiration Date: Continuous
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