

White Paper: Social Media in the Federal Workplace: Rules of Behavior Policies & Best Practices

Research Question: What are the human capital implications of balancing increased government transparency while safeguarding the computing environment?

Thesis: As agencies adopt social networking to engage employees, government stakeholders and the citizenry, users must appropriately balance the need for transparency with adherence to cyber security protocols. The existing rules of behavior that govern the dissemination and safeguarding of information may no longer apply in the new social media milieu. As a result, the Government needs to adopt new policies and associated training that govern the appropriate rules of behavior for using social media in the workplace.

Interview Questions

1. What social media is allowed at your organization today?
 - a) What social media is prohibited from your organization and why?
 - b) How is the social media used by employees in the workplace setting? What differences, concerns or challenges do you see in how social media is used by different generations? (e.g., Baby Boomers, Generation X, Generation Y, Millennials)
 - c) How effective are the use of those tools in supporting your organization's mission?
 - d) What, if any, special terms did you negotiate with the social media provider? What restrictions are in place?
 - e) What concerns do you have about security? How is your organization addressing those concerns?
2. Please describe the social media policies and/or guidelines in place at your organization today.
 - a) What are the key rules of behavior/engagement?
 - b) Who owns the policy (CIO, CISO, CHCO) at your agency?
 - c) What stakeholders were involved in the policy development process?
3. How does your organization educate employees on the rules of behavior for using social media?
 - a) What, if any, training interventions are employed?
 - b) How are the appropriate behaviors enforced?
4. What practices exist at your organization for safeguarding information while using social media? What information is allowed and not allowed to be shared?
5. What recommendations, if any, would you make to OMB and GSA for developing government-wide "rules of behavior" for using social media?