

20. Social Networking Policy

20.1. Purpose

The Policy is to establish specific guidelines for KSDE employees' and contractors' use of social networking sites.

20.2. Scope

This policy applies to all individuals employed by and/or contracted by KSDE. This policy applies to all social networking sites such as, but not limited to Facebook, Twitter, Instagram and similar services.

20.3. Policy

- 20.3.1. KSDE will have one social networking presence which will be managed by the Communications and Recognitions Programs Director.
- 20.3.2. Use of social networking sites by KSDE shall be consistent with applicable federal and state laws, regulations, and policies including ethics, privacy, disclosure of protected information, and all information technology security and data privacy policies.
- 20.3.3. KSDE employees authorized by the Communications and Recognitions Programs Director to post to and/or access KSDE social networking sites shall connect to, and exchange information with only those sites that are part of KSDE's approved social networking presence.
- 20.3.4. Social networking communications require a business reason, and must be submitted for approval to the Communications and Recognition Programs Director using the Social Networking request form.
- 20.3.5. Social networking is not a substitute for inter- or intra-agency communications. Such information should be transmitted within normal agency communication channels (e.g., in person, via email), not via a social networking site.
- 20.3.6. Social networking accounts shall comply with the password requirements set forth within the Account Management Policy and changed accordingly. The Communications and Recognitions Programs Director is to retain a secured repository of all externally hosted social media accounts. The repository shall contain the names of KSDE staff members responsible for the account, user identifiers, and current authenticators. When a KSDE staff member that manages a social networking account leaves the agency or changes job duties, the account becomes the responsibility of the Communications and Recognitions Programs Director.