

I. Introduction: <https://youtu.be/zxpa4dNVd3c>
And <https://youtu.be/N4znQDyz038>

II. Polling Question

1. How many of you are using social media in your agency?
 - a. Which ones?
 - i. Facebook?
 - ii. Twitter?
 - iii. Instagram
 - b. Personal use
 - i. Snapchat
 - ii. Swarm
 - iii. Pinterest
 - iv. What other ones?

III. **What are the uses of social media**

1. Outreach to the public
 - a. Public Awareness of Program
 - b. Events and News (Job Fairs, Child Support Awareness activities)
2. Recruitment/Retention of Millennials
3. Training for Staff
4. Emergency Management

IV. **Overcoming Obstacles**

1. Ethical Issues
 - a. Training
 - b. Social Media Policies
2. Social Media Policy (8 Essential Requirements of a Social Media Policy)
<https://www.brookings.edu/research/designing-social-media-policy-for-government/>
 - a. employee access – the degree to which employees are allowed to access social media sites while at work and the procedures for gaining access;
 - b. account management – procedures for creation, maintenance, and destruction of social media accounts;
 - c. acceptable use – guidelines on how employees are expected to use social media tools while at work, including issues such as time of use, purposes of use, and types of equipment;
 - d. employee conduct – expectations for employee conduct on social media sites and consequences should a violation occur;
 - e. content – procedures for posting content on official agency social media pages, including creation and editorial requirements for such content;

- f. security – security procedures for safeguarding government data and infrastructure;
- g. legal issues – legal considerations and requirements for use of social media; and
 - i. citizen conduct – management of citizen-generated content on a government agency social media site.