STRATEGIES FOR MANAGING SOCIAL MEDIA LEGAL ISSUES

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The Status Quo

- Many WA agencies actively use social media
- Some have sought legal advice, many have not
- NASCIO outreach – other states are generally in the same place
  - Opportunity to build on the federal experience
- AGO work group
Lowering legal risk

- Develop check lists
- Let business needs drive
- Make it a good fit
- Look at terms of service (TOS) before clicking
- Weigh the risks and benefits
Setting parameters

- Discuss & develop clear policies
- Assign clear roles
- Communicate clear expectations
Technology usually outstrips the law
Social media is NEW media
Opportunities for the states – NASCIO/NAAG
Care and feeding are vital