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Governor's New Media Workshop

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STRATEGIES FOR MANAGING SOCIAL MEDIA LEGAL ISSUES

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

A work in progress



- Technology usually outstrips the law
- Social media is NEW media
- Opportunities for the states – NASCIO/NAAG
- Care and feeding are vital