

DEPARTMENT OF ADMINISTRATIVE & FINANCIAL SERVICES
Bureau of Human Resources

April 7, 2015

HUMAN RESOURCES MEMORANDUM 2-15

TO: All Agency Heads, Agency Human Resource/EEO Representatives

SUBJECT: Personal Use of Social Media Policy

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It is the policy of the State of Maine that:

1. Any personal use of Social Media **at work** is governed by the [Policy Concerning the Use of State-Owned Information and Technology \(I.T.\) and Related Communications Equipment and Resources](#) (accessible only from the Intranet), as well as any other Agency-specific policy.
2. Any personal use of Social Media **outside of work** is subject to First Amendment protections. However, where such personal use is related to subject matter pertinent to State employment, it must be conducted in such a manner that no impression is created about speaking on behalf of the Agency.
 - A. The personal usage identity *must* be distinct from the Agency usage identity, for instance, established under a personal email account, and *not* the State email account.
 - B. Employees are prohibited from posting information on behalf of a State Agency on the employee's personal *Social Media* page.
 - C. An employee's personal expression that could identify the employee as an employee of the State should include a clear disclaimer indicating that the employee is *not* communicating on behalf of the State.
 - D. Employees must refrain from disclosing State confidential information.
 - E. This policy does not extend to, and is not intended to, impair or diminish the employees' rights as provided by the State Employees Labor Relations Act or similar laws relating to collective bargaining.
3. State harassment and discrimination policies, confidentiality policies, ethics rules, code of conduct, and workplace violence policies are applicable to all *Social Media* usage.

s/ Joyce A. Oreskovich

Joyce A. Oreskovich, Director
Bureau of Human Resources