



## North Dakota Insurance Department Social Media Guidelines

The use of social media is meant to promote the mission and goals of the North Dakota Insurance Department, as well as to provide an alternative means of communication with stakeholders, including media, other state government agencies, producers and consumers.

The task of officially representing the Department through social media is assigned by the Commissioner and Deputy Commissioner, in accordance with chapter 13 of the employee manual. No other employees shall engage in formally representing the Department without prior approval.

Department policies pertaining to email use in chapter 13 of the employee manual also apply to social media, including but not limited to policies regarding inappropriate or offensive messages and use of networks for unethical or unprofessional activities, business ventures or political causes.

The assigned employee(s) is expected to:

- Update social media sites regularly.
- Monitor comments about the Department, the Commissioner and other relevant topics.
- React or respond quickly and accordingly to compliments, feedback and complaints. When applicable, complaints, concerns, questions or requests for information should be forwarded to the appropriate staff member.

The assigned employee(s) is to follow all applicable policies and bear responsibility for any issues caused by engaging in inappropriate use of social media. The employee should know when it's appropriate to delete a comment, how to manage records related to comments and when to contact legal counsel with questions.

The Department's social media activity reflects on its professional reputation and the reputation of state government. Every record created via social media must meet the standards of any other form of official communication coming from the Department. Content must:

- Be accurate and honestly reflect the departments position.
- Respect copyright laws and sources should be referenced appropriately.
- Not violate applicable local, state or federal laws.
- Not transfer sensitive information such as usernames, passwords, social security numbers and account numbers.
- Not disclose any confidential or proprietary information.
- Not promote, foster or perpetuate discrimination on the basis of race, creed, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation.

The Department does not endorse comments posted on its social media accounts, and such comments do not reflect the official position(s) of the Department, its officers or employees or the State of North Dakota. The Department reserves the right to delete unacceptable comments. The following are examples of unacceptable comments and will be deleted.

- Comments that are unrelated to the subject matter of the particular article being commented upon
- Comments that campaign for or against the nomination or election of a candidate or the qualification, passage or defeat of a ballot question
- Comments that may tend to compromise the safety or security of the public or public systems
- Comments whose main purpose is to sell a product or solicit commerce
- Comments that infringe on copyrights
- Comments that contain profanity or obscenity
- Comments that contain sexual content, links to sexual content or nudity in a profile picture
- Comments that are defaming
- Spam
- Comments that promote, foster or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation
- Comments that constitute or encourage illegal activity
- Other comments that the Insurance Commissioner, Deputy Insurance Commissioner or Public Information Officer deems inappropriate

The North Dakota Insurance Department uses social media as another tool to connect with its stakeholders, including media, other state government agencies, producers and consumers. When communicating via social media, the assigned employee should consider the following:

- All content, comments and replies posted on any official Department social media site are subject to the state's open record laws.
- The Department must retain any comments, including deleted comments, in accordance with the agency's records retention policy.
- The Department should appear to its followers as helpful and welcoming, as well as a trusted and credible source of information.