



OFFICE OF THE GOVERNOR  
HAGÁTÑA, GUAM 96910  
U.S.A.

EXECUTIVE ORDER NO. 2015-09

RELATIVE TO ESTABLISHING A SOCIAL MEDIA POLICY  
FOR THE EXECUTIVE BRANCH OF THE GOVERNMENT OF GUAM

WHEREAS, "*Social media*" is a broad term for a wide spectrum of interactive and user-driven content technologies, including but not limited to, social networks like Twitter, Facebook, YouTube, Instagram, and similar; and

WHEREAS, social media has become an important part of society, and its growing popularity has changed the way communication is exchanged; and

WHEREAS, the Executive Branch of the Government of Guam does not have an official policy regarding the use of social media, although social media policies have been adopted by the Judiciary of Guam and the Guam Community College; and

WHEREAS, in order to govern the use of social media within the Executive Branch, it is necessary to establish a social media policy that is in full compliance with all federal and local laws governing an employee's right to communicate information and to engage in a protected, concerted activity; and

WHEREAS, the same laws, policies, and rules of conduct which apply to all other Government of Guam employee activities also apply to the use of social media;

NOW, THEREFORE, I, EDDIE BAZA CALVO, *I Maga'Låhen Guåhan*, Governor of Guam, by virtue of the authority invested in me by the Organic Act of Guam, as amended, and the laws of Guam, do hereby order as follows:



## SECTION I. ADOPTION OF SOCIAL MEDIA POLICY.

1. The attached Social Media Policy is hereby adopted for the Executive Branch of the Government of Guam.

2. Unless otherwise contrary to statute, the Social Media Policy shall apply to all employees and volunteers of the Government of Guam's Executive Branch departments, line agencies, bureaus, autonomous and semi-autonomous agencies, instrumentalities, divisions, entities or sub-entities thereof.

**SIGNED AND PROMULGATED** at Hagåtña, Guam, this 14 day of May, 2015.



A handwritten signature in black ink, appearing to read "Eddie Baza Calvo".

**EDDIE BAZA CALVO**

*I Maga'Låhen Guåhan*

Governor of Guam

# GOVERNMENT OF GUAM

## SOCIAL MEDIA POLICY

### Executive Order No. 2015-09

In the Government, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. The Government of Guam relies upon social media to communicate important information to its employees, the general public, and its stakeholders. However, use of social media presents certain risks and carries with it certain responsibilities. To assist in making responsible decisions about your use of social media, these guidelines are established for appropriate use of social media. This policy applies to all persons who work for the Government and who are affiliated with the Government.

As used in this policy, the term “*Government*” is intended to mean and include any of the Government of Guam’s Executive Branch departments, line agencies, bureaus, autonomous and semi-autonomous agencies, instrumentalities, divisions, entities or sub-entities thereof.

#### **GUIDELINES**

In the rapidly expanding world of electronic communication, “*social media*” can mean many things. “*Social media*” includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, as well as any other form of electronic communication.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow Government personnel or otherwise adversely affects the Government or our stakeholders or which interferes with the Government’s legitimate business interests, may result in disciplinary action up to and including termination. Of course, the Government is in full compliance with all federal, state, and local laws, rules and regulations governing employees’ rights to communicate information and the rights of employees to engage in protected, concerted activity.

#### **Know and follow the rules**

Carefully read these guidelines, the U.S. Equal Employment Opportunity Commission (EEOC) policies (Harassment Prevention and Sexual Harassment Policies), the STANDARD OF CONDUCT FOR ELECTED OFFICERS, APPOINTED OFFICERS, AND PUBLIC EMPLOYEES OF THE GOVERNMENT OF GUAM (Title 4 G.C.A. Chapter 15), the DEPARTMENT OF ADMINISTRATION (DOA) PERSONNEL RULES AND REGULATIONS, and all applicable Government of Guam laws, regulations, and department-specific policies and procedures, and ensure your postings are consistent with these policies and laws. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

#### **Be respectful**

Always be fair and courteous to all personnel affiliated with the Government, to the general public, as well as to our stakeholders. Also, keep in mind that you are most likely to resolve work-related

complaints by speaking directly with your co-workers or by speaking to your supervisor or manager than by posting complaints to a social media outlet.

Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio derived from confidential government proceedings or documents, or which could be viewed as obscene, threatening, intimidating, or disparaging. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation, or posts that could contribute to a hostile work environment on the basis of race, sex, color, national origin, age, disability, religion, genetic information or any other status protected by law or other Government policy.

### **Be honest and accurate**

Make sure you are always honest and accurate when posting information or news. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that disparage or comment upon customers or stakeholders of the Government. Certainly no Government personnel should comment on pending matters in any way that might call into question the integrity or independence of the Government.

### **Post only appropriate and respectful content**

- Maintain the confidentiality of information derived from the Government workplace and agency.
- Do not create a link from your blog, website, or other social networking site to a Government of Guam website without identifying yourself as having an affiliation with the Government or an agency or department.
- Express only your personal opinions. Never represent yourself as a spokesperson for the Government. If the Government is a subject of the content you are creating, be clear and open about the fact that you are an associated person and make it clear that your views do not represent those of the Government or others affiliated with the Government. If you do publish a blog or post online related to the work you do or subjects associated with the Government, make it clear you are not speaking on behalf of the Government. It is best to include a disclaimer such as *"The postings on this site are my own and do not necessarily reflect the views of the Government of Guam or its agencies and departments."*

### **Using social media at work**

Refrain from using social media while on work time or on equipment provided by the Government, unless it is work-related as authorized by the agency's Director/Administrator or Supervisor/Manager. Do not use your Government of Guam email address to register on social networks, blogs or other online tools utilized for personal use.

### **Media relations**

Government personnel should not speak to media on behalf of the Government or their respective agency without proper authorization.

### **Violations**

Any classified employee who violates this policy will be sanctioned in accordance with the applicable rules and regulations governing adverse actions. Any unclassified employee may be subject to immediate termination.