

AGO Social Media Best Practices and Education

The Social Media Best Practices Group has compiled this document to assist AGO staff when working with social media. Social media offers the opportunity to interact with the public and employees in new and dynamic ways that facilitate transparency, interactivity and collaboration. These tools engage populations differently than traditional media and enhance existing communication strategies. We encourage AGO staff who are engaged with social media to educate themselves and their colleagues about effective, responsible, and safe use of these emerging tools. The best practices do not constitute an AGO policy. Instead, these best practices are intended to provide staff with information that will assist them in their use of social media tools.

Of course you are required to follow applicable AGO policies, including II.21 - Social Networking for Business Purposes, II.11 – Internet Services Use, and II.10 – Information Technology Security. In particular, it should be noted that AGO policy does not permit personal social networking using state resources.

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