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## Chapter 4. Social Media Procedures

#### 1. Social Media Procedures

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| Introduction | This topic will provide an overview of VBA’s social media policy and procedures. |

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| Change Date |  Revised August 2016 |

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| a. Background on Social Media Procedures  | All social networking sites representing VBA will be used to enhance communication, collaboration, information exchange, and citizen engagement. It is the responsibility of the custodians of these sites to ensure they are representing VA’s mission and goals and engaging with the public while ensuring a trusting and friendly relationship. Reasonable inquiries should be responded to within two work days using conversational language that is accurate and informative. All VA personnel engaged in social networking are responsible for ensuring their use complies with VA policy and Federal law. For example, VA employees must safeguard personally identifiable Information (PII) of all individuals and must ensure the quality and integrity of information disseminated to the public. See agency and Federal Requirements included in this manual.The VBA Web Communications Office will correspond directly with the appointed Social Media Points of Contact (POCs). |

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| b. VBA Web Communications | The VBA Web Communications Office shall:* review content to ensure the message is clear, information is correct, and written in the proper format
* modify content without additional approval from the lines of business (substantive content will not be revised and the integrity of the message will remain intact)
* monitor the VBA social media mailbox and social networking sites frequently throughout the day
* request additional content from respective POCs in response to any reasonable inquiries from the public (if possible, this will be posted by COB the same day)
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| b. VBA Web Communications (continued) | * create content when needed, and
* provide content to the respective program office for review. *Note:* Although the VBA Web Communications Office will provide content on VBA programs from time to time, this should not be interpreted by the business lines that they are relieved of providing weekly content.
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| c. Lines of Business Procedures | All lines of business shall:* forward social media posts weekly to the VBA social media mailbox at vbasocialmedia.vbaco@va.gov
* monitor VBA’s social media pages daily for responses to posts
* review responses and have POCs compose content to reply to reasonable inquiries from the public within one business day
* forward reply content to the VBA social media mailbox at vbasocialmedia.vbaco@va.gov, and
* review content created by the the VBA Web Communications Office specific to their programs and confirm the subject matter is accurate (to be completed in one business day).
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| d. VA Personnel Responsibilities | All VA employees are encouraged to comment on VA’s social networking sites if it helps to further VA’s mission, provide accurate information, and nurture good relations with VA and the public. These comments should not convey VA processes and policies in a derogatory manner. The following guidelines should apply when posting to VA social networking sites:* never comment on VA mission-related legal matters unless they are VA’s official spokesperson for the matter, and have management approval
* ensure that content associated with an identifiable VA employee is consistent with that employee’s role in the Department and doesn’t compromise VA’s reputation, and
* follow existing agency and Federal regulations in creating a secure environment for the dissemination of information on social networking sites.
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