



**Government of Jammu and Kashmir
General Administration Department
Civil Secretariat, Jammu**

Subject: Guidelines on the usage of social media by Government Employees.

Government Order No. 1646 -GAD of 2017

D a t e : 26 - 12 - 2017

Sanction is hereby accorded to the notification of the guidelines, forming annexure to this order, on the use of social media by Government Employees.

By order of the Government of Jammu and Kashmir.

Sd/-

**(Khurshid Ahmad) IAS
Commissioner/Secretary to the Government**

No. GAD/Mtg/RB-IV/43/2017

Dated: 26-12-2017

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13. Secretary, J&K Public Service Commission.
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16. Director Archives, Archaeology and Museums.
17. Secretary, J&K Legislative Assembly/Council.
18. Secretary, J&K Services Selection Board.
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26.12.2011
(Inkeez Kacho)

Deputy Secretary to the Government

**GUIDELINES ON THE USAGE OF SOCIAL MEDIA
BY THE GOVERNMENT EMPLOYEES**

Contents

I. INTRODUCTION:	3
II. DEFINITIONS:	3
III. FRAMEWORK OF THE POLICY:	4
IV. OBJECTIVE: NEED FOR GUIDELINES:	5
V. SCOPE:	6
VI. ACCEPTABLE USE:	7
VII. EMPLOYEE CONDUCT:	8
VIII. CONTENT:	9
IX. SECURITY:	10
X. LEGAL ISSUES:	12
XI. OFFICIAL USE OF SOCIAL MEDIA:	14
XII. POLICY ENFORCEMENT:	16

INTRODUCTION:

The advent of social media is transforming the way in which people connect with each other and the manner in which information is shared and distributed. It is different from traditional media such as print, radio and television in two significant ways – first, the amount of content that can be generated by the users themselves far exceeds the content generated by news/opinion makers and second, its "viral" ability for potential exponential spread of information and interlinking of the various social media platforms, thereby considerably reducing the control over spread of any such information.

This policy aims at providing guidance on the correct use of social media by Government employees, thereby putting a check on information flow on the social media that employees share with others which happens in a contemporaneous manner. In the context of Rule 13(3) of the J&K Government Employees (Conduct) Rules, 1971, it has been considered necessary to issue guidelines for their strict adherence by the constituents of the Government.

II. DEFINITIONS:

- a) "Government" means the Government of Jammu and Kashmir.
- b) "Government employee" and "Employee" means any person appointed to any civil service or post in connection with the affairs of the State. A Government employee whose services are placed at the disposal of a company, corporation, organisation or a local authority by the Government, shall also be deemed to be a Government employee serving under the Government.
- c) "Social Media" means social networking sites such as Facebook or micro-blogging sites such as Twitter. However, very broadly, social media shall include any web or mobile-based platform that enables an individual or agency to communicate interactively and enables exchange of user generated content.

- d) **"Social media content"** means and includes any material, documents, photographs, graphics and other information that is created, posted, distributed, or transmitted using social media internet sites or social media tools.
- e) **"Law Enforcement Agencies"** means the department which shall be entrusted with the monitoring of the social media activity of the Government employees.
- f) **"Department"** means the wing of the Government of Jammu & Kashmir to which the employee belongs.

III. FRAMEWORK OF THE POLICY:

This document provides a framework regarding the use of social media by the Government employees and detailed guidelines governing each element of the framework. These elements of the policy will help a Government employee to use social media in conformity with the applicable Conduct Rules and Civil Service Rules. Briefly, the elements of the framework and associated guidelines are given below:-

The framework comprises the following elements:



- **Objective-** the need for guidelines to use social media.
- **Scope** - social media platforms covered under the guidelines.
- **Acceptable use-** guidelines on how employees are expected to use social media.
- **Employee conduct** - expectations for employees' conduct on social media sites.
- **Content** - type of content which can be posted on social media and what needs to be avoided.
- **Security** - security guidelines.
- **Legal issues** - legal considerations, service and conduct rules.
- **Official use of social media-** procedures for creation, maintenance and destruction of social media accounts for official use.

IV. OBJECTIVE: NEED FOR GUIDELINES

The progressive increase in the use of social media among the Government employees and its consequent impact have made it necessary to notify these guidelines on the use and the type of information that can be shared by the user over various platforms. There have been incidents in which the employees have vented their work stress on the social media, thereby creating unwanted issues for the administration. Such acts lead to breach of discipline contrary to what is expected of Government employees. In the course of maintaining a reasonable and decent conduct in their personal lives, thereby staying clear of any disgrace to their service(s). These guidelines have been framed to make a distinction between the professional and personal lives of Government employees and making them aware of the following:

- Employees need to know and adhere to the various rules and regulations that exist while using social media.
- Employees should be aware of the effect their actions may have on their image as well as that of their departments. The information that they post or publish may remain public for a long time.