Papua New Guinea

Department of Information and Communication Technology (DICT)

Digital Government Services – Social Media Standards & Guidelines

Version 1.0

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1	Digital Government Services – Social Media Standards & Guidelines	2021

SOCIAL MEDIA STANDARDS AND GUIDELINES

Introduction

Social networks / media is a departments/agency's identity in the virtual world. This social identity is very much linked to its department/agency public image and needs to be protected as much in the virtual world as in the real world. The social media account if not secured may open a floodgate to compromising and maligning your agency public image.

This document provides mitigation advice and security controls to help reduce threats such as unauthorized access as well as steps to follow in order to retrieve a stolen account.

Objective

Provide necessary guidance to help departments or agencies manage their social media accounts securely.

Scope

All government departments and agencies having social media presence.

Intended Audience

Super Administrator and Content Administrator or Staff authorized to manage and use the departments or agencies social media accounts.

General Recommendations

Understand the Risks

Social media accounts related to government, semi government, national events represent an ideal and logical target for our nation's adversaries, as social media is seen as the virtual identity of the government.

Further being a government accounts, they have a huge following and the followers have implicit trust in them. The risks associated with such social media profiles are:

- Leaking of government confidential or inappropriate information
- Vandalism of content, spreading malicious content
- Legal implications
- Blackmail

Set up a Governance for Social Media

Define a policy for usage of social media in your department/agency. On a minimum, the policy should include the following:

- Identify who in the organization is authorized to engage in social media on its behalf?
- Who controls and owns the information into a social networking site?
- What information are the stakeholders passing on to other people?
- Seeking consent from stakeholder prior disseminating information related to them.
- Explicit procedures on social media networking. Who would the department/agency account follow or be influenced with etc How would information received from the follower network be broadcasted? i.e. re- shared or re-tweeted etc.
- Defined process for Incident handling / recovery plan in case of breach or malicious attacks.
- Hardware and software authorized to access the social media account from.

Account creation and administration

In order to create and manage account ownership it is recommended that we have:

- A dedicated department/agency email (usually used as the username), should be used to create and maintain a social media accounts. This email address should be a generic/nonspecific enterprise email account for logging into social media networks. Individual enterprise email addresses are easy to guess and decrease the security of social media accounts.
- Each social media channel/account should be associated with a separate and unique departments email. Example: the Username/Email associated with corporate twitter is **different from the Username/Email** used on Facebook
- Do not use the same passwords for social media that you use to access departments computing resources
- Private emails should not to be used to manage and access a department/agency social media account such as twitter account or Facebook page
- The social media account page should feature the DICT approved logo and the profile text should include references that this account is “the official” account of the department/agency.
- Government department and agencies should define which departments / agencies they may follow. E.g. Government agencies may follow other government agencies, verified accounts or trusted sources.

- It is not recommended to follow individual users.
- It is not recommended to access / re-post / re-tweet / share "unverified messages" with imbedded links and URLs.

Account Login

- Configure social media accounts to use secure sessions (HTTPS) whenever possible. Facebook, Twitter and others support this option.
- Login should only be from a dedicated departments owned / managed device (PC or Mobile device)
- Login should be from a trusted network, refrain from using public/open Wi-Fi networks like café's airports…etc unless using a departments VPN to secure your session.
- If any mobile devices are linked to your departments official social media accounts, make sure that these devices are adequately protected.
- Disable the geo-location feature while posting or tweeting.

Password Management

- Always use strong and secure passwords to access social networks. The passwords should comply with the departments password policy.
- Change passwords frequently. Have different passwords for different accounts.
- Use multi-factor authentication for social media accounts (if supported by the provider).

Information Sharing / Acceptable Usage

- Do not disclose any official information upon registrations of social accounts.
- Restrict employees from posting official and sensitive data or information over social networks.
- Only authorized personnel should be allowed to operate official departments social media accounts.
- Do not post any information that may be discriminatory, disparaging, defamatory or harassing comments regarding the organization or its employees or any third party in their electronic postings or publishing.

Configure Privacy Settings

- Review and revise as necessary the default privacy settings offered by the social media networking sites.

Monitoring

- Limit departments Official social media account access to an authorized employee in order to control the content distribution over social networks. This could be the Departments Social Media Content Administrator.

- In case where more than one person has access to the departments official social media account, internal procedures should be defined to regulate this activity, this should include training user on usage of social media, active monitoring, and use of social media management solutions and / or any other compensating controls as deemed necessary.

- Regularly monitor the access granted to authorized user accounts and revoke the access of employees who leave the organization or no longer have a business need to use social media.

- Have a third-party individual, who is not responsible for content, continuously monitor social media accounts for unauthorized or unusual postings.

Third Party Solutions

- The departments should consider usage of a social media management solution.

Incidents: In case of any suspicious activity

- Please report to DICT Social Media Management Team (social.media@ict.gov.pg) or call (3250148) if you see any of the suspicious symptoms below:

o Automated likes, favourites, follows/un-follows or friend requests

o Private messages being posted to your friends (this can be hard to spot unless someone points it out to you)

o Unexpected email/push notifications from the social network, such as:

o Warning that your email address has been changed

o Warning that your account was accessed from an unknown location.

o Status updates/tweets that you didn’t make

o Changes to the profile or pictures on the account.

Recovery Plan

- Collect all logs, traces, artifacts of malicious activity for investigation and possible legal requirements.

- Immediately change account passwords.

- Verify and change the password for the associated emails and back up emails

- Verify the password recovery options set for the social media account; verify the alternative email address that has been setup.

- Verify auto forward options if any setup for the account and associated emails.

- Visit the applications page of the social network and remove any apps you do not recognize. If the account continues to behave erratically, we recommend you revoke access to all applications.

Security Awareness

- Employees managing and / or maintaining the organization's social media accounts shall be sensitized and educated on information security. They should be made aware of prevalent threats such as Phishing and social engineering.

Securing Most Common Social Networking Sites

Facebook:

a. Ensure you're using a secure connection whenever one is available, click Security in the left pane of Facebook's Account Settings and make sure Secure Browsing is enabled.

b. The security settings also let you enable log-in notifications and approvals, and view and edit your recognized devices and active sessions.

c. Security Tips:

i. Protect your password.

ii. Use Facebook's extra security features.

iii. Make sure your email account(s) are secure.

iv. Logout of Facebook when you use a computer you share with other people. If you forget, you can logout remotely.

v. Run anti-virus software on your computer:

vi. Think before you click or download anything.

d. Enable 'Login Approvals' from the 'Account Security' section of the account settings page. Follow the link - https://www.facebook.com/notes/facebook-engineering/introducing-login- approvals/10150172618258920

e. Update your accounts as per new security tips and guideline of facebook. You can find them at https://www.facebook.com/help/379220725465972

Twitter:

a. When you sign up for Twitter, you have the option to keep your Tweets public (the default account setting) or to protect your Tweets.

b. Accounts with protected Tweets require manual approval of each and every person who may view that account's Tweets.

c. Security Tips:

i. Use a strong password.

ii. Use login verification.

iii. Government departments shall get their account validated and verified. DICT Social Media Management Team can help you in this.

iv. Watch out for suspicious links, and always make sure you're on Twitter.com before you enter your login information.

v. Never give your username and password out to untrusted third parties.

d. Using SMS text message login verification: To set up SMS text message login verification:

i. Go to your Security and privacy settings on twitter.com and select the option to Verify login requests.

ii. When prompted, click Okay, send me a message.

iii. If you receive our verification message, click Yes. (Note: you'll have to enter your password).

iv. You can generate a backup code by selecting the option to Get backup code. Write down, print, or take a screenshot of this backup code; this will help you access your account if you lose your phone or change your phone number.

e. Update and follow the best practices mentioned by Twitter regularly. You can find them at https://support.twitter.com/articles/76036

Instagram:

a. **Security Tips:**

i. Pick a strong password.

ii. Make sure your email account is secure. Change the passwords for all of your email accounts and make sure that no two are the same.

iii. Logout of Instagram when you use a computer or phone you share with other people. Don't check the "Remember Me" box when logging in from a public computer.

iv. Think before you authorize any third-party app.

b. Update your accounts as per new security tips and guidelines of Instagram. You can find them at https://help.instagram.com/369001149843369

LinkedIn:

a. **Security Tips:**

i. Change your password regularly.

ii. Sign out of your account after you use a publicly shared computer.

iii. Manage your account information and privacy settings from the Profile and Account sections of your Privacy & Settings page.

iv. Keep your antivirus software up to date.

v. Don't put your email address, home address or phone number in your profile's Summary.

vi. Only connect to people you know and trust, or those you have trustworthy common connections with.

vii. Consider turning two-step verification on for your account.

viii. Be informed about reporting inappropriate content or safety concerns.

b. Update your accounts as per new security tips and guidelines of LinkedIn, https://help.linkedin.com/app/answers/detail/a_id/267/~/account- security-and-privacy---best- practices

Usage of PNG Government Crest

If you manage an official Government social media venue on behalf of your departmentt, provincial government, local level government, or another government administrative unit, you must use the department logo to brand the venue. You can only include the PNG Government Crest logo on your social media venue if you:

1. Are and official Government Department or Agency.
2. Represent a unit that has a presence on the e-government Portal or a department website and link back to that web presence from your social media venue.
3. Include contact information in the biography section with an email of the manager. This may be an alias email (i.e.,ict.policy@ict.gov.pg).
4. Manage your social media venue in line with the standards and requirements presented by the Department of Information & Communication Technology.

If you do not meet the criteria listed above, you cannot use the PNG Government crest and logo or any of its elements to brand your social media venue.

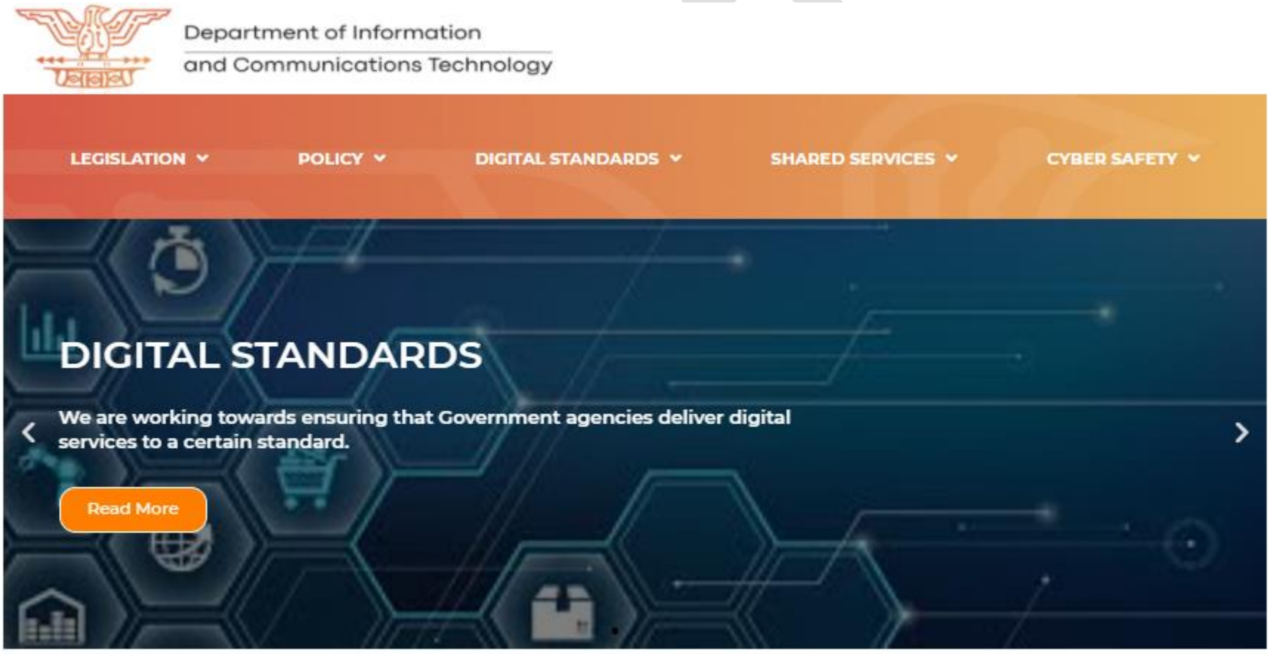
Facebook Pages

The timeline design of brand pages includes a cover photo that can be used by official Papua New Guinea Government Departments pages to feature our great country. Official Government Departments and Agencies Facebook pages may feature this profile picture – the golden PNG Crest symbol on a white background. Pages may differentiate themselves through their covers and through their page names. Please spell out "Papua New Guinea" within the page and include the abbreviation "(PNG)" in the name of the page or group to improve search results. *Note that only official pages may use the PNG crest symbol or any other element of the logo in their profile pictures. The use of PNG crest brand identity elements in the profile picture is not allowed for personal Facebook accounts or non-official PNG Government departments and agencies Facebook pages.

Profile Picture Format: 180 x 180 px.
The profile picture of official PNG Government Departments and Agencies Facebook pages may feature the golden symbol on a white background.

Papua New Guinea

Cover Picture Format: Displays at **851 pixels wide** by **315 pixels** tall on computers and **640 pixels wide** by 360 pixels tall on smartphones.


Department of Information and Communications Technology

DIGITAL STANDARDS

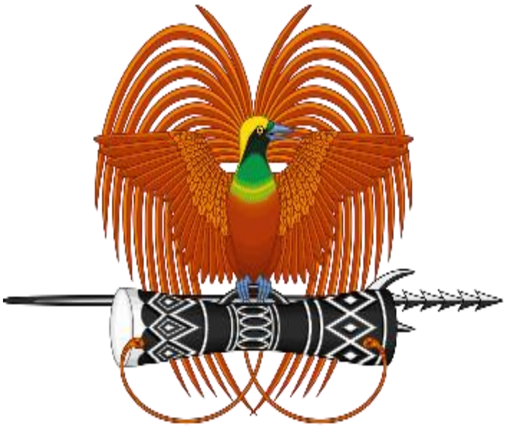
We are working towards ensuring that Government agencies deliver digital services to a certain standard.

The cover picture provides plenty of space to feature the Government Departments and Agencies Logos, Motto, Mission and Vision Statements, as well as adding branding and unit distinction.

Instagram, Pinterest, Tumblr

The profile picture of official PNG Government Departments and Agencies accounts on Instagram, Pinterest, and Tumblr may feature the golden PNG Crest on white background. If possible, use individual department and agency names as part of the username instead of PNG to avoid confusion with other departments and agencies using the same abbreviation. For the name of the account, include "PNG Government Department" to clearly differentiate your office or department from other Departments or agencies.

Use the bio to provide a full description and include a link back to your department's website.



Department of Information
and Communications Technology

LinkedIn

The profile picture of your LinkedIn group offers very limited space to showcase the departments and agency's identity. On the other hand, the group name itself is a clearly visible distinction for the name and purposes of your group. That is why official PNG government Departments and Agencies groups on LinkedIn use profile pictures showing the centred symbol with the full Departments and Agencies name. Further unit distinction is achieved by the name of the group. Groups that are not (yet) official cannot use the PNG Crest logo or any other Departments logo as their profile picture.

Group Logo Format: Will be visible in formats up to 100 x 60 px (resized to fit)

Papua New Guinea

Papua New Guinea Department of Information & Communication Technology

Small Logo: Will be visible in formats up to 60 x 30 px

Papua New Guinea

Papua New Guinea Department of Information & Communication Technology

Twitter

The profile picture, profile description, and the Twitter page customization, offer room for PNG Departments and Agencies identity and distinctions, whereas the Twitter "handle" is short. Official PNG Government Departments accounts on Twitter use the profile picture and the account description to create a clearly visible identity.

SPECIAL TWITTER PROFILE REQUIREMENTS

- Include the abbreviation PNG in the "Name" field (20 characters) to improve search results.
- In the bio include the full Departments name to distinguish from other Departments that use the same abbreviation.
- Use the 160 characters of the bio to describe the account.
- Use the "Web" field in your profile to link back to your page on the departments website and include the full Departments or Agency's name to distinguish from other Departments and Agencies that use the same abbreviation.

Profile Picture Format: 400 x 400 px width (displays 200 x 200 px)

Only the official PNG Government Department account @png on Twitter uses the profile picture with the full department or agency name. Official PNG department or agency accounts that have distinctions use the following vertical lockup, including the monogram, the symbol, and the distinction.

Department of Information
and Communications Technology

TWITTER ACCOUNT CUSTOMIZATION

If you use any colors on your Twitter home page, make sure to use the appropriate PNG flag or crest color. If you prefer a background image, the use of an image of the department or departments activity is recommended. Make sure that you have the copyright to use the image.

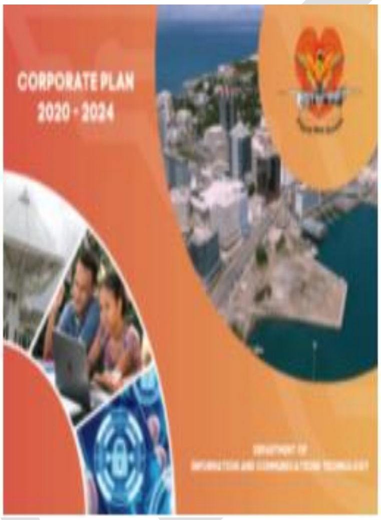
Google+

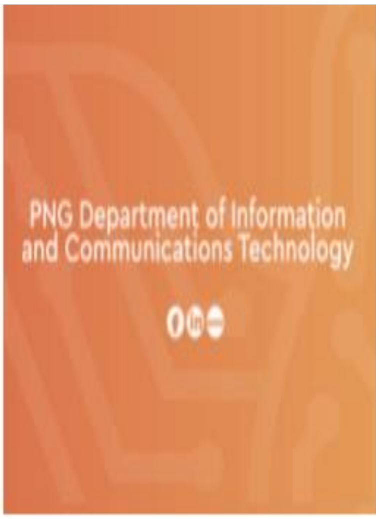
Profile Picture Format: 250 x 250 px (Recommended)

Though you upload your image in a square format it's going to render on your page as a circle, so be wary you don't choose a photo that cuts out the good stuff!

IMAGE GUIDELINES

- Minimum 250 x 250 pixels.
- Recommended to use larger photos.
- Maximum file size 100 MB.
- JPG, GIF or PNG.





Profile Picture Format: 1,080 x 608 px

The Google+ cover image is the biggest photo on your page, so this is an opportunity to showcase your department or agency.

IMAGE GUIDELINES

- Recommended 1,080 x 608 pixels.
- Minimum 480 x 270 pixels.
- Maximum 2,120 x 1,192 pixels.

flickr

For the photo-sharing site flickr, an official department or agency account for your office or department should use the golden symbol on white or green background. The name of the account should include "Papua New Guinea Department of ....". Include a link back to your web pages on the Departments Website in the description. Remember to tag your photos #PNGDICT.

YouTube

YOUTUBE CHANNEL VISUAL CUSTOMIZATION

Channel avatar: 100 x 100 px squared format icon that displays next to the channel name. Official PNG Department or Agency YouTube channels use the Department or Agency logo as their avatar. In combination with a channel name that includes the full PNG Department or Agency name, the channel will be clearly branded as official and still be distinct through the unique page name.

Channel cover photo: 2,560 x 1,440 px

A background image showing the PNG Department/Agency or activities on departments/agencies can be used instead of a one-color background.

YOUTUBE VIDEO BRANDING

Videos produced by any Departments or agencies need to have start and/or end slide(s) that show the PNG Crest and the Departments logo.

SOCIAL MEDIA GUIDELINES

These guidelines were developed for state agencies, administrators and staff of the PNG Government departments and agencies who create and administer social media sites such as Facebook, Twitter, LinkedIn, google+, Instagram, Pinterest, Tumblr or YouTube on behalf of the department or agency. DICT supports the use of social media as a valuable tool to disseminate information and create a thriving online community.

These sites reflect on the departments/agencies and should therefore be written and structured in an appropriate, ethical, professional and lawful manner. If activity on a social networking site is offensive or violates social media policy, it may result in disciplinary or legal action. Using the departments official media sites and approved accounts indicates that you have read and will abide by these guidelines.

Setting up and monitoring social media pages

1. Before setting up a social media page representing a department or the agencies, IT Manager or Social Media Officer of each department must follow the social media standards and guidelines.

2. Consider your objectives before creating a social media page. Ask yourself:

   - What do you plan to achieve with this social media? What kind of information do you want to share or receive on the page?
   - How will you measure success? What statistics will be meaningful to you? (Number of hits, event attendance, brand recognition, links, "likes," or comments.)
   - Who will be reading and commenting on your social media site? Who are you trying to engage? How will you identify them and attract them to your networks?
   - What social media networks will you be using? Who will establish the networks? Who will be administrators?
   - Who will maintain the page? How often will it be updated?

3. The page should be used only for official government department or agency-related purposes.

4. The social media page administrator responsible for posting to the social media site must regularly monitor the page. The sites will also be monitored by the DICT Social Media Management Team.

5. Personal information should not be posted on social media sites, including but not limited to: student identification numbers, employee identification numbers, NID numbers, personal addresses or phone numbers, or driver's license numbers.

6. Social media sites are not private, and the expectation of privacy is not conveyed to you as a user or administrator of the site.

Photo guidelines

Photos posted on social media pages should favourably portray the departments or agencies and the persons depicted in the photos. The following guidelines should be used when posting photos:

- Photos of children should not be posted without express consent from their parents, except photos taken at public events. Even then, use great caution when posting photos of young children.
- Photos of public events can be posted on social networking sites, but they must be appropriate. As a guideline, they should be photos that could be posted on the department's official website. Examples of photos that should be avoided include but are not limited to: photos involving alcohol, nudity, medical and hospital patients, and graphic scenes.
- Photos taken on occasions that are not public, such as a workshop or class, must have a model release form signed by each person in the photo.

Logo and titles

The name of the department/agency should begin the title of any social network page associated with a single department. For example:

- Department of Information and Communication Technology
- ICT Department

The department or agency logo cannot be used on Facebook pages except on the official department/agency page.

Administration

At least two site administrators (Super Admin & Content Admin) are recommended. For outgoing and incoming administrators should be overlapped to ensure a smooth transition.

Best practices

Freedom of speech must be exercised responsibly on the sites. These recommendations provide a roadmap for constructive, respectful, and productive use of social networking sites.

- **Be respectful**
  Respect your audience and your colleagues. Take care not to engage in any conduct that would not be acceptable in the workplace.

- **Get your facts straight**
  Ensure that you are providing accurate information so that you are not misrepresenting the departments or the agencies.

- **Be mindful of your public image**
  Consider the image you want to portray to the public. Be mindful that what you post may be viewed by the international community, PNG Citizens, students, administrators and community members, and may stay public for a long time.

- **Use your best judgment**
  Remember there may be consequences to what you post, so consider your content carefully. If you are about to post something that makes you the slightest bit uncomfortable, review these guidelines and think about whether to post the material.

Standards for appropriate conversation

Although online conversations on social media sites are often casual, they must remain professional and respectful. Comments on the departments/agencies official pages are monitored to ensure compliance with the social networking standards and guidelines. Inappropriate comments will be removed.

Content that will be deleted includes:

- An advertisement for a commercial business
- Libellous, slanderous, inflammatory or defamatory comments
- Vulgar, racist or sexist slurs
- Obscenities
- Comments pertaining to violence
- Incorrect information
- Information that violates citizens privacy

- Comments that are not respectful.
- Misinformation
- Disinformation
- Comments that are not relevant to the topic.
- A commenter who is misrepresenting himself/herself.
- A single person who is dominating the conversation.

PNG Government Departments and Agencies Social Media Standards and Guidelines Checklist

Departments Name : ……………………………………………………………………

Social Media Address : ……………………………………………………………………

Who should use this Guideline?

This Guideline will assist anyone who contributes to social media networks and sites in the course of their employment by a PNG government department /agency.

What is social media?

Social media is a general term for a diverse range of online media tools commonly based around user generated content. Social media enables people to create, share or exchange information, ideas, pictures, videos and sound in online communities and networks.

Why is privacy important for social media?

The privacy principles in the Information Privacy policy controls how government agencies collect, store, use and disclose personal information. Social media postings will generally include at least some personal information, even if it is limited to the name of the person who posted the content. Because social media is based online and, in many cases, on servers based overseas, agencies will need to ensure their privacy obligations, including the rules about disclosure and transferring personal information outside PNG.

This checklist provides some questions to consider before you post personal information on social media.

The checklist should be considered alongside agency-specific guidelines and policies governing social media use in your workplace.

Section	Checklist	Tick where appropriate	
		YES	NO
1	**Departments/Agency's Name**		
2	Department Logo/PNG Crest is applied to;		

	An official Government Department or Agency		
3	Two or more Super Admin and Content Admin		
4	Represent a unit that has a presence on the e-government Portal or a department website and link back to that web presence from your social media venue		
5	Include contact information in the biography section with an email of the manager. This may be an alias email (i.e.,ict.policy@ict.gov.pg).		
6	**Have you set the privacy settings?** Most social media provide the capacity for you to limit the audience with whom you share your posts. However, keep in mind that you have little to no control over what will happen to information once posted. If someone decides to re-publish your content, it may end up with people and places that you would not have chosen. You should bear this potential in mind before you post personal		
7	**Have you kept personal information in your post to a minimum?** Personal information is increasingly a valuable commodity. Some uses - such as targeted marketing and advertising - can be annoying to individuals. Personal information can also be used for criminal purposes such as identity theft, fraud and harassment. Be aware of this potential when you post not only other peoples' personal information but also your own.		
8	**Have you obtained the consent of others before posting their personal information?** Consent is a strong privacy permission. You choose what you post on social media about yourself. You should not assume that other people would necessarily consent to your choice to post their personal information online. The test is not whether you consider the information is harmless, the test is whether the other person would have chosen to post this information themselves.		
9	**Do you know all the people in your social media group or network?** While some social media sites require members to provide their real names, you shouldn't necessarily		

	assume that people are who they say they are. Sometimes this disguise can mask a malicious intent. If you wouldn't declare your personal information to a crowded room of strangers why would you post the same information online? If you don't fully know or trust the people in your social media		
10	**Would your agency agree to your post?** Once personal information is posted online, it can never truly be recalled or forgotten. If you post something online for a work purpose, it not only reflects on you but also your agency. The IP Act allows an individual whose privacy has been breached to make a complaint against your employing agency. Before you post – ask yourself whether the information you are sharing is something your agency would approve of. Additionally, how would future employers view your posts?		

If you have answered ***no*** to any of the above questions, you should reconsider how you use social media and what personal information you are sharing.

If you have answered ***yes*** you are in a good position to post the information to social media.

For additional information and assistance please refer to the DICT Social Media Standards and Guidelines on www.ict.gov.pg or contact the Social Media Management Team social.media@ict.gov.pg

Comments:

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Compiled By	
Division/Wing	
Position	
Date	
Signature	

PNG Digital Government Services – **Managers** Recommendations (Digital Wing)

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Name	
Position	
Division/Wing	
Date	
Signature	