



STATE OF NEVADA

DEPARTMENT OF BUSINESS AND INDUSTRY

POLICY AND PROCEDURE

Subject: Social Media for Business Use	Policy No. 21.31	1 of 4 pgs
	Issued By: Director's Office	Distribution: All Divisions
	Amends/Supersedes N/A	
Authority: ISC S.3.04.03	Effective Date: 2/12/2024	

I. PURPOSE

This policy ("Policy") establishes a process for Department of Business and Industry divisions, commissions, programs, and contractors to obtain authorization and develop a comprehensive strategic plan outlining employee responsibilities and obligations for developing, implementing, and maintaining social media sites to facilitate communications on behalf of the agency.

II. POLICY

B&I delivers programs and initiatives to support safe, livable, and economically vibrant communities through occupational licensing, regulation of commerce, workforce protection, business assistance and consumer advocacy. The appropriate use of social media enables B&I to communicate and interact with the community it serves via a medium that is widely used by community members.

III. SCOPE

This policy applies to all B&I divisions, commissions, programs, and contractors that operate, manage, or use social media in support of their mission. Each B&I Administrator, Chief, or Executive Director (hereinafter "Administrator"), or their designee has the responsibility to ensure dissemination, implementation, and compliance with this Policy.

IV. PROCEDURES

Any B&I division, commission or program that wishes to establish or maintain a social media presence must obtain authorization and complete a social media strategic plan for review and approval.

A. OBTAIN AUTHORIZATION –

- New Social Media Accounts: All B&I divisions seeking to create a social media account ("SMA") must receive pre-authorization from the appropriate division administrator or his/her designee and the Director's Office public information officer. Pre-authorization can be obtained by written request and is required before a social media strategic plan can be written and submitted.
- Existing Social Media Accounts: All B&I divisions with a SMA that was in existence prior to the implementation of the Policy must develop the Strategic Plan enumerated in Paragraph IV(B) of this Policy (discussed infra.) and submit it for review and approval pursuant to Paragraph IV(C). In developing its Strategic



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Plan, the relevant division shall take into consideration, and note where appropriate, any relevant contract with a vendor that operates its SMA.

- B. DEVELOP STRATEGIC PLAN - A social media strategic plan must be written and include the following information:
- a. Identify social media platforms to be utilized (i.e. Facebook, X, Instagram, YouTube, LinkedIn etc.). Each platform offers a different benefit and audience.
 - b. Identify available staffing for in-house administration, or funding for outsourcing administration.
 - i. For in-house administration, identify staff member(s) with primary responsibility for drafting and scheduling posts. It is recommended that a second staff member be identified as a backup. Identify agency administrator with responsibility for oversight. SMAs must be accessible by at least two agency employees with administrator rights. In the event the agency administrator is the account administrator, the department PIO must be given account administrator rights.
 - ii. For SMAs handled by an outside contractor, an agency administrator or designated program staff must be assigned to ensure the contractor complies with the terms of the contract and this Policy.
 - iii. The strategic plan must include the names and full contact information of SMA administrators (both in-house and contractors).
 - c. Determine your goals and objectives.
 - i. What do you want to achieve/communicate? To educate/ inform? To change a behavior, or specific call action? To increase traffic to the agency's website?
 - d. Identify potential funding for social media advertising campaigns to increase the number of your account followers or to reach a specific audience to achieve campaign-specific goals.
 - e. Determine your audience. Identify the audience you intend to communicate with. This could include licensees, consumers, general public, stakeholders, community leaders or elected officials.
 - f. Select your account name and branding (develop a consistent look and feel across all platforms).
 - g. Develop a content strategy consistent with your stated goals and objectives.



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- i. What types of content will be included in your posts? Examples include:
 - 1. Agency news such as milestones, employee recognition, etc.,
 - 2. Actions taken by the agency related to core functions. i.e. disciplinary actions, regulatory implementation, licensing,
 - 3. Policy and procedure changes or reminders,
 - 4. Industry related news,
 - 5. Education and training opportunities, and
 - 6. Community involvement and outreach.
 - ii. Establish guidelines outlining frequency and schedule of posts. Regular posting creates top of mind awareness and enhanced engagement with the target audience.
- h. Establish a process for vetting and approval of posts.
- i. Develop an agency policy that outlines the internal process for the development of content (for example: monthly content calendar) and/or specific requirements for obtaining approvals prior to posting (for example: deputy division administrator or other supervisory approval for entire content calendar or for individual posts.)
- i. Establish a monitoring and content/comment moderation policy.
- i. Outline a plan for regularly monitoring social media pages.
 - ii. Establish pre-approved responses for anticipated user posts (for example: for technical questions or difficult topics, provide a response directing user to contact the office directly, either by phone or by email to address the issue in a private forum)
 - iii. Develop a policy or process to work with subject matter experts or division administration on providing responses to comments outside of the page administrator's direct knowledge or authority.
 - iv. When available, restrict the ability of posters to publish to your page without account administrator approval.
 - v. Develop a written public posting and comment moderation policy. Post the policy on the social media platforms (if feasible) or be prepared to



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respond to inappropriate posts by citing specific provisions of your established content moderation policy.

- j. Establish data security protocols.
 - i. Require two-factor authentication for account when available, establish schedule to regularly update account passwords, etc.
 - ii. Monitor and update any app-specific security settings regularly.
 - iii. Outline a policy to ensure that current SMA login information is shared in a timely manner with the division administrator with oversight responsibility. If the division administrator is also the employee responsible for daily posting and page administration, account information must be provided to the Director's Office public information officer.
 - k. Establish continuity of operations policy.
 - i. Develop policy and procedure to address when the primary owner of the SMA is no longer employed, including the transfer of all 2-factor authentication to an individual within the agency.
- C. SUBMIT STRATEGIC PLAN TO THE DEPARTMENT PUBLIC INFORMATION OFFICER FOR REVIEW AND APPROVAL.

V. POLICY APPROVAL

Kristopher Sanchez, Director

February 12, 2024

Date

CONFIDENTIAL

Yes

X_____
No