



United Nations

United Nations Guidelines on the Use of Internal Social Media

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Revision History

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2.	Resubmitted to the ICT Policy Committee	0.2	31 October 2013	Salem Avan, DM Lambert Hohenhourt, DM Lilliana Uruburo, DM
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4.	Approved by the CITO	1.0	7 January 2014	Atefeh Riazi, ASG/CITO

Approved By

Date:

Chief Information and Technology Officer

7 January 2014



United Nations Guidelines on the Use of Internal Social Media

Purpose

1.1 Social media tools are revolutionizing the way people interact, share, collaborate, and publish. The purpose of these Guidelines is to maximize the benefits of social technologies to the United Nations and to ensure that the use of social collaboration and networking tools supports strategic goals in meeting United Nations mandates and serving our beneficiaries.

Definitions

2.1 The following definitions shall apply for the purposes of the present guideline:

- a. Authorized user: any staff member who is authorized to use information and communication technology (ICT) resources;
- b. Internal Social Media: The United Nations leverages social media technologies internally to connect staff globally, share knowledge and information, and collaborate more effectively and transparently. Examples of internal social media tools include Unite Connections, elements of various intranets, wikis, and blogs.

Applicability

3.1 This guideline applies to all authorized users and covers the use of internal social media tools.

Responsibilities

4.1 Authorized users must familiarize themselves with and follow existing United Nations policies on staff conduct, confidentiality, ICT data and information. When using social media in any capacity, users must bear in mind that the following apply to the use of social media:

- a. Charter of the United Nations
- b. ST/SGB/2004/15 "Use of Information and Communications Technology Resources and Data"
- c. Information sensitivity, classification and handling (ST/SGB/2007/6)
- d. United Nations Staff Rules and (ST/SGB/2010/6) and Regulations (ST/SGB/2009/6)
- e. Status, Basic Rights, and Duties of United Nations staff members (ST/SGB/2002/13)



- f. Standards of Conduct for International Civil Servants (International Civil Services Commission 2001)
- g. Record-keeping and the management of United Nations archives (ST/SGB/2007/5)

Use of Internal Social Media Tools

Ground Rules for Internal Social Media Tools

5.1 In his/her official capacity, users may use internal social media tools

- (i) to interact and collaborate with internal and external stakeholders or partners in carrying out the work of the Organization,
- (ii) to foster communities of practice, knowledge networks, and other shared learning environments, and
- (iii) to support internal communication.

5.2 The type of content that can be posted on internal social media tools depends on the system itself. Users should familiarize themselves with the level of confidentiality that the system is designed for (“Unclassified”, “Confidential” or “Strictly Confidential”), and request clarification from the system managers if in doubt. Staff should refer to disclaimers on specific systems when deciding whether to share Unclassified information or classified information as defined in ST/SGB/2007/6.

Guidance and Best Practice for Internal Social Media Tools

5.3 The use of internal social media tools should foster a work environment of productive relationships, learning, and collaboration and should encourage participation in information sharing, interaction, and idea exchange.

5.4 Users should carry out planning, objective setting, resource allocation, and risk assessment when establishing internal social media tools or establishing a presence on existing tools.

5.5 The rules of behavior expected of users apply including exercising common sense and application of core values, including professionalism, integrity, and respect for diversity.

5.6 United Nations editorial and publication standards should be applied as appropriate, including guidelines on writing for the web, adapting content for online publication, and accessibility standards that ensure greater access to content and information.



- 5.7 Owners or managers of internal social media tools and communities are responsible for monitoring content and activity and either reporting misbehavior to management or removing inappropriate content.
- 5.8 Owners or managers of internal social media tools and communities are responsible for archiving or deleting content and tools that are no longer in use. Users should familiarize themselves with the system guidelines of internal social media tools, as well as ST/SGB/2007/5, “Record-keeping and the management of United Nations archives”.
- 5.9 Social media tools are designed to make sharing easy, and sometimes the extent of this sharing is not immediately clear to the user. In certain circumstances, internal social media tools may even be used for “Confidential” documents (as defined in ST/SGB/2007/6). Users should familiarize themselves with the system settings and security of internal social media tools in order to ensure that information and content shared is visible only to the intended audience and that they do not unintentionally share information with a wider audience than intended.
- 5.10 Additional rules, responsibilities, “norms” and behaviors expected from users while participating in internal social media in personal or official capacity can vary from platform to platform and should be addressed by individual system guidelines. Please contact the system owner or consult system guidelines for additional information.

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