

## **CHAPTER 4**

### **E-GOVERNMENT**

Article.

1. General Provisions.
2. State Government Website.

**ARTICLE 1**  
**GENERAL PROVISIONS**

Section.

4-101. Social media guidelines.

#### **4-101. Social media guidelines.**

The purpose of this section is to provide guidelines for the use of social media by state agencies, boards, and commissions. Agencies may also utilize these guidelines as a component of agency-specific policies. State employees or staff using social media for state business, both on and off the Nebraska.gov domain, should be made aware of these guidelines or, if applicable, agency-specific policies.

(1) Definition. “Social media” is a general term that encompass various online activities that facilitate social interaction and collaborative content creation. Social media includes Twitter, Facebook, YouTube, Flickr, blogs, wikis, photo and video sharing, podcasts, social networking, and multiuser virtual environments.

(2) Business Decision. The decision to utilize social media is a business decision, not a technology-based decision. It must be made at the appropriate management level for each agency, considering the agency’s mission, objectives, capabilities, and the potential benefits.

(3) State Portal Link. Agencies should notify the network manager of the state portal to have their social media pages linked on the state website (<http://www.nebraska.gov/social/>).

(4) Profile Information. Agency social media accounts should include the following information in the profile or information section: (a) “Official Nebraska Government Page,” (b) the agency’s name, and (c) a link to the agency’s website.

(5) Records Retention. Agencies should follow applicable records retention policies for social media accounts. (See Schedule 124, Item 124-125, <http://www.sos.ne.gov/records-management/pdf/general-records-for-state-agencies-124.pdf>.)

(6) Agency Access. Agencies should ensure that more than one staff member has access to the agency’s social media sites.

(7) Alternative Contact Information. If the social media site it intended for pushing information only, the agency should provide alternative ways to contact the agency.

(8) Disclaimer. This subsection contains recommended items to address on a social media disclaimer or disclosure page. The page should include a general statement of purpose and notice of the following:

(a) The social media site is not hosted by the state and is subject to policies within the control of the third-party host of the site;

(b) Communication of a personal or private nature in relation to agency business, as well as official state business interactions, should be made via the traditional agency communications channels and not via the public comment areas of the social media site;

(c) The agency is not responsible for any web page author's personal content outside the work place;

(d) The agency is not responsible for any third-party content of any kind;

(e) All communications are subject to the state's public records laws;

(f) If comments are allowed on a social media site, it is a limited forum and comments must be related to the subject matter of the social media posting. Comments may be monitored. If content is removed, a copy will be maintained in accordance with applicable records retention requirements. The following forms of content will not be allowed: (i) comments not related to the subject matter of the particular social media article being commented upon; (ii) comments campaigning for or against the nomination or election of a candidate or the qualification, passage, or defeat of a ballot question; (iii) profane language or content; (iv) content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, national origin, physical or mental disability, or sexual orientation; (v) sexual content or links to sexual content; (vi) solicitations of commerce; (vii) conduct or encouragement of illegal activity; (viii) information that may tend to compromise the safety or security of the public or public systems; or (ix) content that violates a legal ownership interest of any other party.

(9) Best Practices. The following are suggestions on how best to use and maintain social media sites:

(a) Ensure that your agency sanctions official participation and representation on social media sites. Stick to your area of expertise and provide unique, individual perspectives on what is going on at the state and in other larger contexts. All statements must be true and not misleading, and all claims must be substantiated and approved;

(b) Post meaningful, respectful comments, no spam, and no remarks that are off-topic or offensive. When disagreeing with others' opinions, keep it appropriate and polite;

(c) Pause and think before posting. Reply to comments in a timely manner when a response is appropriate unless you have posted a disclaimer that this is not official two-way communication;

(d) Be smart about protecting yourself, your privacy, your agency, and any restricted, confidential, or sensitive information. What is published is widely accessible, not easily retractable, and will be around for a long time (even if you remove it), so consider the content carefully. Respect proprietary information, content, and confidentiality;

(e) If you are under a generic name, consider using some form of tagging to identify the person posting content; and

(f) Email or login names should lead the user back to a "state id," such as an official state email address, or make a user name that indicates you are a state employee.

--

**History:** Adopted on November 9, 2010. Amended on June 30, 2011 and July 12, 2018.

**URL:** <https://nitc.nebraska.gov/standards/4-101.pdf>

**ARTICLE 2**  
**STATE GOVERNMENT WEBSITE**

Section.

- 4-201. State government web pages; footer guidelines.
- 4-202. Web cookie standard.
- 4-203. Security statement.
- 4-204. Emergency information web page.

#### **4-201. State government web pages; footer guidelines.**

The footer of each Nebraska state government web page should include the following: (1) a link to the Nebraska state government home page, <http://www.nebraska.gov>; and (2) a link to the Nebraska.gov website policies page, <http://www.nebraska.gov/policies/>; or a link to the agency's website policies page; or both.

--

**History:** Adopted on June 14, 2005. Amended on July 12, 2010; December 10, 2013; and November 9, 2017.

**URL:** <https://nitc.nebraska.gov/standards/4-201.pdf>

#### **4-202. Web cookie standard.**

The purpose of this standard is to establish guidance for the use of web cookies on websites, web pages, and web applications created by state agencies, boards and commissions.

(1) Nebraska.gov and state agencies may use cookies to store user information subject to the requirements of this section.

(a) Permanent Cookies. Permanent cookies: (1) must not contain personal identifying information (e.g. names, date of birth, social security number, hint answers); (2) may be used to save personalized web site settings (e.g. font size, color, text type); and (3) may include an expiration date if appropriate.

(b) Session Cookies. Session cookies: (1) must be erased when a user's web browser session ends or the user logs out of the application; and (2) must only be accessible to the specific application(s) in use.

(2) Any use of cookies can be made known to the user through the use of appropriate browser settings.

--

**History:** Adopted on August 4, 2006. Amended on July 12, 2018.

**URL:** <https://nitc.nebraska.gov/standards/4-202.pdf>



#### **4-203. Security statement.**

The following security statement will be posted on a website policies page linked directly from the Nebraska state government home page:

"The State of Nebraska is committed to ensuring the integrity and security of the information and systems it maintains. The State has taken steps designed to safeguard its telecommunications and computing infrastructure to prevent unauthorized access to internal systems and confidential information. If you have any knowledge of a security breach or potential security breach, please contact us at 402-471-4636 or [cio.help@nebraska.gov](mailto:cio.help@nebraska.gov)."

--

**History:** Adopted on June 14, 2005. Amended on July 12, 2018.

**URL:** <https://nitc.nebraska.gov/standards/4-203.pdf>

#### **4-204. Emergency information web page.**

This section establishes the recommended location for an emergency information web page where information for the general public would be posted in the event of a disaster.

The emergency information web page should be named “disaster.html” and should be placed in the top level directory of the agency website (e.g., <http://agency.nebraska.gov/disaster.html>).

--

**History:** Adopted on February 22, 2007. Amended on July 12, 2018.

**URL:** <https://nitc.nebraska.gov/standards/4-204.pdf>