

**PORT OF GUAM**

ATURIDAT / PUETTON GUAHAN

Jose D. Leon Guerrero Commercial Port

1026 Cabras Highway, Suite 201, Piti, Guam 96925

Telephone: 671-477-5931/35 Facsimile: 671-477-2689/4445

Website: www.portguam.com


Lourdes A. Leon Guerrero

Governor of Guam

Joshua F. Tenorio

Lieutenant Governor

POLICY MEMORANDUM NO. 2019-GM06

To: All Employees	Subject: Social Media
Effective Date: December 2, 2019	Revision Date:
Approved by:  RORY J. RESPICIO, General Manager	

- I. OVERVIEW:** Social media tools allow the Port Authority of Guam (PAG), an autonomous agency of the Government of Guam (GovGuam), to engage with employees, customers and the general public in electronic forums where conversations and interactions already exist. PAG social media is to be used only for business purposes in serving the interests of the organization, and our clients and customers.

This policy is intended to guide PAG employees in their use of social media for business purposes. This policy is to help all interested parties succeed in protecting PAG employees, partners and organization from illegal or damaging actions by individuals, either knowingly or unknowingly.

This policy reflects a flexible approach because social media mechanisms and technologies are constantly changing, and the Port Authority of Guam continues to learn what approaches work best for the organization. Social media includes, but is not limited to such tools and websites as Facebook, MySpace, Vine, Pinterest, YouTube, Flickr, Instagram, LinkedIn, Twitter, Tumblr, Reddit, Google+, Ask.fm, Meetup, Classmates, Plaxo, wikis and blogging.

Effective security, public disclosure, records retention and engagement with the public and customers are a team effort involving participation and support of every PAG employee and entity who deals with information and/or social media. It is the responsibility of every employee to know these guidelines and to conduct their activities accordingly.

- II. PURPOSE:** The purpose of this policy is to outline the acceptable and unacceptable use of social media tools, and the personal use of these tools by PAG employees. This policy is in place to protect all parties. Inappropriate use exposes PAG to such risks as legal issues, loss of trust from our customers and public, and security concerns.

III. SCOPE:

This policy applies to all employees, consultants and individuals using PAG resources.

IV. POLICY:

A. Social Media Usage:

1. For Business Purposes: This policy captures the acceptable use of social media tools at the Port Authority of Guam for business purposes, which include, but are not limited to, promotion and public outreach.
 - a. Use of social media for a defined business purpose shall be:
 - (1) Approved by the employee's Division Head, Port Marketing Administrator, IT Systems Manager, General Manager or their designees.
 - (2) Published using the approved PAG platform and tools.
 - b. All social media postings and exchanges are subject to GovGuam records retention and public disclosure laws.
 - c. Use of PAG computer systems for social media must be in support of PAG business.

B. For Personal Use: Port employees who choose to engage in social media for personal purposes assume any and all risk associated with that use.

1. PAG computer systems are not to be used for personal use of social media.
2. When an employee clearly identifies his or her association with the Port and/or discusses his or her work:
 - a. PAG computer systems are not to be used for personal use of social media.
 - b. It is required that PAG employees make it clear that they are speaking for themselves and not on behalf of PAG by including a disclaimer such as:
"The postings on this site are my own and do not necessarily represent the Port Authority of Guam's positions, strategies and/or opinions."
3. PAG authorized logins and/or e-mail addresses should not be used as an identifier for personal use or to express personal opinions in social media. PAG employees should use their personal e-mail address for these purposes.

- C. Unacceptable Use of Social Media: The following list is by no means exhaustive, but attempts to provide a framework for activities that fall under the category of unacceptable use of social media, both for business and personal purposes, unless otherwise stated. PAG employees should contact their supervisor, Marketing/Public Relations Division or the IT Systems Manager for questions about this policy.

The following activities are strictly prohibited, with no exceptions:

1. Engaging in any actions that may harm or tarnish the image, reputation and/or goodwill of the Port Authority of Guam and/or any of its employees when participating in social media, along with all activities prohibited by PAG's internet policies.
2. Attributing personal statements, opinions or beliefs to PAG when participating in social media (as stated above in Section IV. B. For Personal Use).
3. Engaging in any activity that is illegal under local and federal laws while using PAG owned resources.
4. Violating laws pertaining to the handling and disclosure or copyrighted or exported controlled materials.
5. Violating the rights of any person or organization protected by copyright, trade secret, patent or other intellectual property, or similar laws or regulations.
6. Using Port trademarks, logos and any other PAG intellectual property in connection with any personal social media activity.
7. Using a PAG social media account to actively engage in procuring or transmitting material that is in violation of sexual harassment or hostile workplace laws.
8. Making fraudulent offers or products, items or services originating from any PAG account.
9. Making statements about warranty, expressly or implied, unless it is part of the normal job duties.

- D. Security and Proprietary Information:

1. Keep passwords secure and do not share accounts. Please refer to PAG IT policies for more information. You may obtain copies of the policies from

your Division Head, Human Resources, General Administration or the Information Technology division.

2. Do not disclose any information that is confidential, proprietary to PAG or to any third party or entity. Consult with your Division Head for guidance about what constitutes confidential information.
3. Postings by employees from a PAG e-mail address to social media sites is only allowed by those authorized by the General Manager and has a business purpose for use of social media.

E. Enforcement:

1. Any PAG employee found to have violated this policy may be subject to disciplinary action in accordance with the Port's Personnel Rules and Regulations and ends ultimately at the General Manager.
2. Depending on the severity of the abuse, the General Manager may forfeit the user's computers, digital equipment, internet and e-mail privileges.
3. If a breach of PAG system security is determined, all data access and e-mail privileges will be suspended pending final decision by the General Manager.
4. In the event of damages incurred, the General Manager may have the user reimburse the Port for repair costs of the equipment.

F. Definition:

1. Social media: Social media are on-line communications in which individuals
2. are both the audience and author. Examples include but are not limited to the following: Facebook, MySpace, LinkedIn, Plaxo, Pinterest, YouTube, Instagram, Twitter, Reddit, Ask.fm, Flickr, Google+, Tumblr, Vine, ClassMates, Meetup, VK and Wikis.
3. Blog: A blog (short for weblog) is a personal on-line journal that is frequently updated and intended for public consumption.

V. ENTIRE POLICY:

All prior policies or memoranda in conflict with this policy are hereby rescinded.

VI. RESPONSIBILITY AND ACKNOWLEDGEMENT OF POLICY:

- A. Responsibility: It is the responsibility of the Information Technology Division to issue this policy to all employees who are provided PAG log-ins, data access and/or e-mail addresses.
- B. Acknowledgement: PAG employees are required to sign an acknowledgement receipt that he/she has received a signed copy and read the policy. A copy of the signed receipt will be retained in the Information Technology division records and Human Resources personnel jacket.