E- Government National Centre

Prime Minister Office

NEGARA BRUNEI DARUSSALAM

SOCIAL MEDIA GUIDELINES
FOR THE GOVERNMENT OF BRUNEI
DARUSSALAM

Document Information

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Guideline Information

Title	Social Media Guidelines
Category	ICT Policies, Guidelines and Standards
Applicability	Applies to all Brunei government agencies and employees

Guideline Keywords

Keywords for requirements	The table below defines the keywords used within this guideline to indicate the level of requirements. All keywords are presented in bold, uppercase format.
MUST	The item is mandatory.
MUST NOT	Non-use of the item is mandatory.
SHOULD	Valid reasons to deviate from the item may exist in particular circumstances, but the full implications need to be considered before choosing a different course.
SHOULD NOT	Valid reasons to implement the item may exist in particular circumstances, but the full implications need to be considered before choosing this course.
RECOMMENDS	The specified body's recommendation or suggestion. **Note:** Agencies deviating from a **RECOMMENDS** are encouraged to document the reason(s) for doing so.

Introduction

This draft document provides guidelines for the use of social media by Brunei government agencies. Agencies may utilize these guidelines as a component of agency policy development for sanctioned participation using services, or simply as guidelines. Government employees or contractors creating or contributing to blogs, micro blogs, wikis, social networks, or any other kind of social media both on and off work need to be made aware of these guidelines or the guidelines of their agency. The Government expects all who participate in social media on behalf of the agency, to understand and to follow the appropriate guidelines. These guidelines will evolve as new technologies and social networking tools emerge.

Utilising social media technology such as Facebook$^{©}$ and Twitter$^{©}$ is a business initiative, not a technology-based one. It must be made at the appropriate level for each department or agency, considering its mission, objectives, capabilities, and potential benefits. Since these technologies are tools created by third parties, agencies may choose to author disclaimers to remind users that, at their own risk, they are leaving an official government website for one which is not hosted, created, or maintained by the Government of Brunei, and that privacy controls and the use of cookies becomes the jurisdiction of that third-party utility.

The E-Government Leadership Forum (EGLF) has endorsed and gives approval to all ministries and departments to create their own Facebook$^{©}$ page, as a platform for the government agency to communicate to the citizen and also as a channel to receive feedback from the public. (Refer to EGLF meeting on 5th August 2010 / 24 Syaaban 1431). This is seen as another positive step for the delivery of government services to the public.

Social Media and Information Security

Guidelines Application	These guidelines apply to all Government ministries, departments, agencies and employees
Transmission and storage of classified information	All government agencies may use social media for the dissemination or storage of UNCLASSIFIED information only. All government agencies **MUST NOT** use social media for the dissemination or storage of RESTRICTED (TERHAD), SULIT (CONFIDENTIAL), SECRET (RAHSIA), or TOP SECRET (RAHSIA BESAR) information.
Controlling information	All government agencies **MUST** ensure that information is securely disseminated via social media in accordance with the following policies and legislation: • Government Computer System Usage Policy • Internet Access and Usage Policy • Broadcasting Act (Chapter 180) • Public Officers (Conduct and Discipline) Regulations (Chapter 83) • Protective Security Manual (JKDN)
Authorised Process Owner	Only authorised and appointed staff are to create social media sites for the government agency. This guideline **RECOMMENDS** the appointed Public Relations Officer(s) for the particular government ministry, department or agency to manage the sites.

General Guidelines for Social Media Use

Application	These guidelines apply to all Government ministries, departments, agencies and employees
Notification	All government agencies **SHOULD** notify the administrators of ministry or government websites and the e-Darussalam Portal (http://www.gov.bn) to have their social media sites initially linked or updated on the website.
General usage	All government agencies **MUST** ensure that general usage of social media technology is in accordance with the following policies and legislation: • Government Computer System Usage Policy • Internet Access and Usage Policy • Broadcasting Act (Chapter 180) • Public Officers (Conduct and Discipline) Regulations (Chapter 83) • Protective Security Manual (JKDN)
Creation of social media site	Only authorised and appointed government staff are to create social media sites (e.g. Facebook© pages) for the government agency with the prior approval from the head of the government agency.
Managing and Publishing information	This guidelines **RECOMMENDS** the appointed Public Relations Officer(s) for the particular government ministry, department or agency to manage the social media sites. All government agencies **SHOULD** ensure that more than one staff member can access administrate and edit the published information to assure continuity of the social media sites. All government agencies and employees **MUST** ensure that nothing is published in any social media site which is against the government interest or national harmony or which offends against good taste or decency, and in particular the following content **MUST NOT** be allowed: Contents **MUST** comply to Broadcasting Act (Chapter 180), specifically pertaining to: (a) Public Security and National Defence

(i) Contents which bring into hatred or contempt or incite disaffection against His Majesty the Sultan and Yang Di-Pertuan or the Government; or

(ii) Contents which incite the inhabitants of Brunei Darussalam to attempt to procure the alteration, otherwise than by lawful means, of any other matter in Brunei Darussalam as by law established; or

(iii) Contents which bring into hatred or contempt or incite disaffection against the administration of justice in Brunei Darussalam; or

(iv) Contents which raise discontent or disaffection amongst the inhabitants of Brunei Darussalam; or

(v) Contents which promote feelings of ill-will and hostility between different classes of the population of Brunei Darussalam.

(b) Racial and Religious Harmony

(i) Contents which denigrate or ridicule any race or the religion of Islam; or

(ii) Contents which bring any race or the religion of Islam into hatred, resentment or ridicule; or

(iii) Contents which are against and outside the practices of Islam according to the Shafeite sect; or

(iv) Contents which are intended for preaching other religions other than the religion of Islam.

(c) Public and Social Morals

(i) Contents which are pornographic or otherwise obscene; or

(ii) Contents which propagate permissive or promiscuous behavior; or

(iii) Contents which depict or propagate gross exploitation of violence, nudity, sex or horror; or

(iv) Contents which depict or propagate sexual perversions such as homosexuality, lesbianism and paedophilia.

Selection and update of content	The usage of the social media **SHOULD** be used to assist the fulfilment of the agency's official duties and to promote the public awareness of the agency's functions and services. The content selected **SHOULD** be relevant to the public and **SHOULD** be updated **at least once a week**. The content **SHOULD** communicate information directly, clearly, and rapidly. Government Agencies **SHOULD** avoid duplicating press releases and using content with too much complicated terms or "jargon".
Government agency contact	All government agencies **SHOULD** indicate the proper channel for contacting the agency, if the social media site is intended for pushing information only.
Social Media language	All government agencies **SHOULD** allow the publication of contents in both in Bahasa Melayu and English in order to reach a wider public audience
Intellectual property	Using published materials/contents from the Internet protected by copyright **SHOULD** be used with discretion and **SHOULD NOT** be distributed without acknowledging their sources (author, publisher, internet address)
Security incidents	In the event of security incidents, agencies **MUST** observe the IT security incident management procedure under the Protective Security Manual, published by the Internal Security Department (JKDN) of the Prime Minister's Office.
Identification of person(s)	If there are to be any individuals identified or tagged in photographs or images in the social media site, it **SHOULD** have the prior permission of those individuals first.
Engagement with the public	When engaging the public through social media to answer queries or to provide information, the post **SHOULD** be direct, courteous, honest and real. Most of the time, answers to the public's questions are easy and the reply **SHOULD** be done as soon as possible by writing a simple comment or by sending them a link to the information. The content selection guidelines above **SHOULD** be applied when finding sources for answers. If a question is unclear, the reply **SHOULD** answer the question as best it can or if required, direct the person to a more appropriate party

	and invite the person to follow up if they need more help. It is acceptable to apologise if their answers cannot be found straight away. If there are any person(s) using the social media site to post negative comments or rants in order to disrupt the harmony of the page or harass other users, they **MUST NOT** be engaged and **SHOULD** be reported to the site administrators or even blocked from the site.