

Social Media Guidelines

Updated: Jan. 12, 2022

New technology lets us communicate like never before. NDOT's reputation is in part based on our teammates' actions, including what they say when representing us. These guidelines provide teammates with a summary of NDOT's policies and guidance that apply to personal participation and comments on social media sites, such as Facebook, Twitter, Instagram, LinkedIn, YouTube, Reddit, Snapchat, Google+, Pinterest, Tumblr, blogs, and wikis. These guidelines apply to all external social media situations where teammates associate themselves with NDOT, interact with other NDOT teammates, customers or vendors or comment on NDOT social media posts, products and services.

AUTHORIZED OFFICIAL COMMUNICATION

Only designated teammates are authorized to establish social media profiles or accounts on behalf of NDOT, speak on behalf of NDOT on social media or use social media to conduct NDOT business. If you want to establish a social media presence on behalf of NDOT, speak on behalf of NDOT on social media or use social media to conduct official NDOT business, please first contact the Social Media team at ndot.social@nebraska.gov.

Do...

- Follow all of NDOT's social media accounts. For your ease, you can quickly scan the below QR codes with your smartphone's camera to be taken to each one.

Facebook



Twitter



LinkedIn



- List NDOT as your employer in your bio, if you would like.
- Disclose that you are an employee of NDOT if you are commenting or posting about matters related to NDOT on social media.
- Be clear that you are speaking for yourself and expressing your own opinions, not on behalf of NDOT. If something you're commenting on seems like it requires a more official response, please contact ndot.social@nebraska.gov.
- Share NDOT's posts, events and stories! Even better – give them a heart/thumbs up and/or comment if you see fit, including job postings. This is a great way for communities to grow more aware of the information that NDOT is posting, including job opportunities with NDOT.
- Double-check your privacy settings and the privacy preferences of anyone else you may be mentioning in a post or picture.

- Report harassment or inappropriate posts to Human Resources related to social media so they can be addressed.
- Think before you post – make sure it's factually correct, appropriate and professional.
- If posting pictures that depict “a day in the life of” or other NDOT operations, ensure everyone in the picture is ok with it being posted and the picture itself accurately represents all of NDOT’s required safety protocols (e.g., hard hats, vests, etc.).

Don't...

- **Don't** comment on behalf of NDOT on legal matters, unless you are authorized to do so.
- **Don't** use the NDOT logo as your account name, username, or profile photo.
- **Don't** post comments or content about other NDOT teammates, vendors, or customers, that is threatening, bullying, violent, obscene, intimidating, harassing, discriminatory or that could contribute to a hostile work environment
- **Don't** forget about manager-employee relationship boundaries. Managers should exercise caution when interacting with other NDOT employees on nonprofessional social media sites, such as Facebook, Instagram, or Snapchat.
- **Don't** Promote vendors, contractors, consultants, or products in postings associated with NDOT.

FAQS

Q: *I want to use my own social media account to communicate on behalf of NDOT with members of the public in my community about an NDOT project or issue. Do I need approval from NDOT first?*

A: Yes. If you plan to use a social media account to conduct NDOT business, please first contact the Social Media team at ndot.social@nebraska.gov.

Q: *I want to start a personal Instagram account dedicated to nature photos I take, that I might sometimes take with my phone while I'm at work. Do I need approval from NDOT for this?*

A: No. If you start an account with your personal information and the content is unrelated to your work with NDOT, you do not need any approval. If you are posting photos or content related to your job or NDOT projects, please ensure you are always following all safety protocols and first contact the Social Media team at ndot.social@nebraska.gov.

Q: *If I am on social media and see that someone has a complaint or is bad-mouthing NDOT, should I respond?*

A: NDOT has software and staff to monitor NDOT’s official social media accounts and who are trained to respond to customers/complaints. If there is a complaint or comment on an official NDOT account and you believe the Social Media team is not aware of the complaint, please report it to the Social Media team at ndot.social@nebraska.gov or send the complaint to NDOT through the messaging feature of that social media site.

Q: *I often see some amazing nature views while I'm on the clock for NDOT, such as sunrises, wildlife, and weather conditions. Can I post these pictures to social media?*

A: Yes, as long as the picture comply with the guidelines above in the “**Do**” section. If you are uncertain, contact the Social Media team at ndot.social@nebraska.gov. Please also ensure you are observing all safety protocols while choosing to take a picture (for example, don't take a picture of the view out the windshield of a snowplow... while driving the snowplow).

Q: *Can I share job postings for NDOT positions on my personal social media accounts?*

A: Yes.