

Line managers must not persuade or pressure staff in to using personal accounts to promote Welsh Government business.

If I had a personal Twitter account and followed the poor pattern of some, my account profile might read something like:

*The below is an example of **bad** practice*

'Director Human Resources, Welsh Government. Tweets are my own views'.

Clearly, if I tweeted or liked a discriminatory or offensive post, the 'caveat' that tweets are personal views is irrelevant as they would be incompatible with my role and bring the Welsh Government in to disrepute.

Because of the widespread use of social media in this way, I am asking members of staff to **get in touch before the 28/02/20** if they are using personally owned and managed accounts as part of their role or to communicate their work. Once we have this information, we will work with them to understand how these accounts are being used. Individual staff members must provide these details to the [Security Policy mailbox](#) by 28/02/20.

The Digital Communications team will review these accounts and work with owners to determine whether they should be operated as official Welsh Government accounts.

Where this isn't appropriate or if staff wish to retain control of the personal account on their own device, **the advice is that you remove anything that may suggest that you work for the Welsh Government.** This advice is not mandatory but not doing so by 28/02/20 means that you continue at your own risk. If you do not follow the advice and inappropriate activity is identified on your personal account (such as the example in Annex 1), you will be referred to HR for consideration of disciplinary action. As the case study shows, the targeting of individuals doesn't just happen to other people, it has happened to a colleague. Your risk profile is naturally higher if your role is in an area that is of interest to lobbyists, is high profile or senior.

### LinkedIn

A key element of the social media profile on the LinkedIn platform is your current role and employer and so you may use your work email address for LinkedIn registration. A large number of staff use it to communicate their work and aid professional development. We are not suggesting that you do not use LinkedIn, however you should ensure you meet your responsibilities within the Civil Service Code.

Please be aware that the terms and conditions of LinkedIn gives the platform the right to use and reproduce any content posted. You must not post any material on LinkedIn that you would not want to see posted verbatim in the media and attributed personally to you. Remember that you must never put your security vetting status on social media.

### WhatsApp

My team regularly receive requests to use WhatsApp on Welsh Government phones. A summary of our position on WhatsApp is that its use does not allow us to comply with our legal

responsibilities as a data controller. The [full statement](#) explains the position and includes the alternatives for staff. In the same way that personal email accounts cannot be used to undertake Welsh Government business, personal WhatsApp accounts may not be used for Welsh Government business.

### **Social media security**

Any digital platform can be compromised, I advise that you do everything that you can to secure your personal social media accounts including LinkedIn. Annex 3 provides links to information which explains how to add two factor authentication to your personal social media accounts. These additional measures e.g. a text message being sent to your mobile phone whenever the account is accessed from a new device greatly reduce the risk of your account being compromised.

### **Digital Footprint**

Even if you don't use social media, you have a digital footprint as others hold electronic information about you. If you are a social media user, it is worth pausing and reflecting how your social media use impacts your digital footprint. [Please take time to read the guide that is published by the Centre for Protection of National Infrastructure.](#)

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