

Topic: Social Media Question
 Question by: Julia Dale
 Jurisdiction: Michigan
 Date: January 7, 2014

Jurisdiction	Question(s)
	I am interested in knowing how many jurisdictions use social media (Facebook, LinkedIn, Twitter, etc.); have standard policies/procedures regarding its use; and the purpose(s) for which you utilize it (announce filing dates, system issues, etc.). I am also curious as to the feedback you've received from constituents (favorable, or otherwise).
Manitoba	
Corporations Canada	
Alabama	
Alaska	
Arizona	The Corporations Division of the Arizona Corporation Commission does not use social media at this time. The Commission itself does, for other matters, but our Division does not.
Arkansas	
California	
Colorado	
Connecticut	
Delaware	
District of Columbia	<p>In the District of Columbia our agency is using the twitter account and flickr.</p> <p>Agency got a lot of praise from customers for using twitter. I do not believe we have any standardized procedures for using the twitter.</p> <p>Agency's Public Information Officer maintains access to our twitter account and will tweet important news or get customer's tweets about various issues.</p>
Florida	
Georgia	

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Hawaii	<p>Hawaii uses Facebook and Twitter. We do it out of our Business Action Center which covers registration and a bit more. We have found that social media norms for twitter and facebook are such that you have to tweet fairly regularly or your site is considered stale. So we have someone assigned to tweeting/updating and every tweet/update should be reviewed before sent. Social media impact can be disproportionately rapid and large if you make a mistake, so we have policies on trying to be careful about tweets/updates. That said, we also have a policy of tweeting/updating often (so as not to be stale) but we primarily use it for announcements of filing information and also other general business information related to our Business Action Center. Feedback has been positive in that our followers numbers have jumped rapidly. We let that be the guide to whether it is working or not. We do not allow comments because it is not supposed to be a back-and-forth forum. It is supposed to be real time informational only. We hope never to go viral.</p> <p>Hawaii is not using social media at this time.</p>
Idaho	
Illinois	
Indiana	<p>Indiana is similar to Ohio. The social media is handled by the Communications Division. Their response is provided below:</p> <p>We use Facebook, Twitter, LinkedIn, Pinterest and Flickr. We use social media to communicate changes in our policies, to make announcements and to share general information about the office. Our constituents seem to enjoy communicating with the office via social media and overall we've received positive feedback. We do not have a policy in place at this time. Our general counsel is working on one but it may be awhile before it is complete.</p>
Iowa	
Kansas	<p>Although the Elections Division in the Kansas Secretary of State's Office uses Facebook, Twitter, and YouTube; the Business Services Division currently does not.</p>
Kentucky	

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Louisiana	<p>This is the response I received from our Executive staff . . .</p> <p>We have five social media properties: Facebook, Twitter, YouTube, Flickr and Instagram.</p> <p>We have a policy regarding employee use of social media, but no formal one as far as staff administrative access.</p> <p>We utilize social media to disseminate news regarding emergency closures and procedures, upcoming events, new services, changes in services and more. These properties are great tools to reach a diverse constituent base while being fiscally conscious.</p> <p>We typically receive positive feedback; however, some constituents use it as another way to communicate their issues. Regardless of the type of correspondence, we strive to reply in the most timely and efficient manner possible.</p>
Maine	
Maryland	
Massachusetts	
Michigan	
Minnesota	
Mississippi	
Missouri	
Montana	<p>Colleagues - MN OSS uses social media for general news and more specifically primarily for elections-related matters, but has the capability to use social media should the need to do so arise for matters related to our Business Services area, such as business filing updates or vacancies in the office. Social platforms help us extend our news efforts and pass along election/voter information. We do monitor our social accounts to check on what posts generated retweets/shares/and "likes."</p> <p>Montana Business Services does not use social media at this time.</p>
Nebraska	
Nevada	<p>Neither does Nevada in its commercial registry services.</p>
New Hampshire	
New Jersey	

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New Mexico	
New York	
North Carolina	North Carolina Secretary of State's position is not to use social media.
North Dakota	
Ohio	Please see additional comments below
Oklahoma	
Oregon	There is a Twitter feed for the Corporation Division (and all the external divisions of our agency), and the Secretary of State is on Facebook, Twitter, and Vizify, and has a Wordpress blog and various YouTube videos. We have extensive web governance policies that include social media. Most of the content is really push-style announcements. I'm not aware of any feedback, but that would go to our Social Media and Web Strategist and the rest of the web team, not me.
Pennsylvania	
Rhode Island	Rhode Island does not use social media within the Division of Business Services.
South Carolina	
South Dakota	
Tennessee	
Texas	
Utah	Utah does not use this at this time.
Vermont	
Virginia	Virginia is not using social media at this time.
Washington	

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West Virginia	<p>The West Virginia Secretary of State's Office effectively utilizes several social media platforms including Facebook, Twitter, Vimeo, Dropbox, and UStream.</p> <p>There are several individuals who have access to the Office Facebook page including the Secretary of State herself, the Deputy SOS, the Communications Director, and the Executive Assistant. The Office Facebook and Twitter accounts are linked, meaning if we post to Facebook it automatically tweets as well. We post videos to Vimeo and embed them to our website, we use Dropbox to transfer television ready video news releases, and we use UStream for our live webcasting. We also utilize a text message alert system for which citizens can sign up.</p> <p>Our response has been overwhelmingly positive from both constituents and from members of the media. Our aim is to continue these policies and grow our social media presence in 2014</p>
Wisconsin	In Wisconsin our department has a Facebook page that we use for notifications and education. The page has not been online for a year yet so the number of likes is limited but we are growing. Feel free to "Like" us right now!
Wyoming	

Additional comments:

OHIO:

Ohio's social media is handled by our Communications Division. They provided the following information:

Ohio Secretary of State Jon Husted's office does utilize social media on a daily basis for general announcements from the office, updates on elections and business services information and promotion of office initiatives. Currently we utilize Facebook, Twitter and You Tube, all with the handle OhioSOSHusted. General feedback from constituents has been positive on the availability of information provided using these social media mediums. Some individual comments can be negative, but if they follow our posting guidelines, we welcome the dialogue. The posting policy we currently have listed on Facebook reads below:

Comment and Posting Policy

Here at Ohio Secretary of State Jon Husted's Facebook page we welcome civil dialogue, your opinions and comments. The only thing we ask is that you apply the "Golden Rule" and please play nice!

You are fully responsible for everything that you post to our wall. However, we monitor comments and reserve the right to remove posts or report them as spam when they are overtly disrespectful or (gasp) profanity-laced.

Feel free to disagree with us, but do so respectfully for the benefit of the other friends out there interacting with the page. We have good information to share and want your "like" to be sincere!

Don't forget to follow us on Twitter @OhioSOSHusted and most of all, make sure you get out and vote!

...And if you're looking for the official source of information about Ohio Secretary of State Jon Husted's office, please visit our homepage at www.OhioSecretaryofState.gov.

Full text of email:

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Thanks all.

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