

Dealing with social media



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Finance FDF
Federal Office of Personnel FOPER

Dealing with social media

Guidelines for employees



Social networks, blogs and forums have changed our communications environment.

Even the Federal Administration is increasingly using social media when communicating with the outside world. These new media provide opportunities in communications but also pose risks for the Federal Administration in terms of data protection and of official secrecy violations.

Due to the fact that private and professional use of social media cannot always be separated, we want to make you aware of the risks involved.

Stick to the rules and tips in this leaflet. The Federal Administration as an employer relies upon the individual responsibility of those involved.

If you are unsure as to how to proceed, please contact the communications office of your administrative unit.

Social Media

What exactly is this?



Social media refers to electronic media which allow users to exchange information, to share web content and to jointly create media content.

Networks such as Facebook, LinkedIn or XING are social media as are websites which allow content such as videos (e. g. YouTube), knowledge (e. g. Wikipedia) or information (e. g. Twitter) to be exchanged and shared.

In addition, blogs, chats and forums belong to the world of social media.

7 Rules

How do I deal with social media?

- Never disclose secret, confidential or internal information or personal data on social media websites, and avoid statements concerning information which has not (yet) been published.
- Do not publish statements, comments or documents which could harm the Federal Administration.
- Do not make any statements on behalf of your employer if you are not authorised to do so.
- Never use your office e-mail address or the logo of the Confederation when using social media websites privately.
- Should media representatives or social media users ask you for information concerning your employer, you should not reply. Refer them to the communications office of your administrative unit.



- Do not publish any photos for which you have not clarified the copyright, and take into account the protection of privacy of the people depicted.
- The personal use of social media websites in the workplace is subject to the same rules as normal internet usage: restrict your personal use to a minimum, and please observe any special rules your administrative unit has.

Tips

What do I have to know?



- Be aware that social media are even more public than a tram or a regulars' table at the local pub. You are responsible for the content published, and you could also face legal action because of it.
- Examine entries thoroughly before you publish them. The web never forgets. Information on the internet can no longer be deleted – once it is online, it is there for good.
- Consider how much information you wish to disclose in your social media profiles, and allow only people who you know to have access to your personal information. There are also fake profiles in social platforms.
- Check your data protection settings in your social media profiles, and adjust them to your requirements.

- For each social network, use a unique and secure password, and do not use a password which you use at work.
- Be respectful, honest and polite on the internet.
- Only publish photos and text on the internet which you would also show to your colleagues, employees and superiors.
- Beware of any link or program: social networks are frequently misused to spy on you with the help of corresponding software concealed behind a link or to spread viruses.

Do you have any questions?

Please contact the communications office of your administrative unit.

Further information is available at:
intranet.infopers.admin.ch

For general questions on IT security:
intranet.ict-security.admin.ch

Diese Publikation ist auch in deutsch erhältlich.

Cette publication existe également en français.

La presente pubblicazione è disponibile anche in lingua italiana

This leaflet was devised in cooperation with the Federal Chancellery and the Federal Strategy Unit for IT.

Published by

Federal Office of Personnel FOPER
Eigerstrasse 71, 3003 Bern

infopers@epa.admin.ch
intranet.infopers.admin.ch
www.epa.admin.ch

Distributed by

Only available in electronic form.