

GOVERNMENT OF BALOCHISTAN  
INFORMATION DEPARTMENT

DIGITAL MEDIA POLICY-2024 OF GOVERNMENT OF  
BALOCHISTAN

GUIDELINES/SOPS' OF DIGITAL MEDIA POLICY.

**DEFINITION OF DIGITAL MEDIA:** Digital media is information shared through a digital device or screen. Essentially, it's any form of media that relies on an electronic device for its creation, distribution, viewing, and storage. It is policy of Government of Balochistan that Social Media tools be accessed and used in a responsible manner. Official use of social media to communicate and engage with the public must be in accordance with all applicable laws, regulations and policies including those regarding accessibility, record management, information quality and intellectual property. It describes the official use by departments/offices of a social media accounts or services as a means of communications and public engagement. It provides guidance and guidelines around safeguarding the brand reputation on social media and serves :to educate peoples on etiquette and professionalism. The advent of social media is transforming the way in which people connect with each other and the manner in which information is shared and distributed. In order to encourage and enable government departments to make use of this dynamic medium of interaction. This policy serves as the primary policy on social media for all government departments/offices within the province. Departments/offices may create additional guidance tailored to specific needs:

Details of the criteria are as follows:-

1. **TITLE OF THE POLICY:** The Policy may be called the "Digital Media Policy-2024-Government of Balochistan";

**As PERIOD OF OPERATION;** It shall come into force w.e from the approval of Cabinet and shall repeal all previous policies criteria enforced from time to time:

3. **PURPOSE OF THE POLICY;**

This chapter establishes Govt of Balochistan policy for official use of social media sites and tools. It describes the official use by departments/offices of social media accounts or services as a means of communication and public engagement. This policy serves as the primary policy on social media for all departments/offices within the province. Departments/offices may create additional guidance tailored to specific needs.

4. **SCOPE OF THE POLICY.**

A. The requirements and policy in this chapter apply to all departments/offices.

B. This policy governs the use of social media in official capacity & not personal.

C. The policy applies to all individual social media accounts representing officers,

as well as official accounts of different offices.

D. The official media accounts may contain a black and white disclaimer containing the word "Official"

E. The Social media accounts may not be treated as complaint redressal portals. rather these engagements may be treated for information sharing for public interests.

#### a. CORE VALUES FOR USING SOCIAL MEDIA BY GOB

Unlike other traditional media, social media is more interactive, enables one-to-one conversation and demands immediacy in response. Also, on such platforms the perception of official and personal roles and boundaries is often blurred. Departments/offices using social media to communicate information to their districts and engage with the public, this Digital media policy will provide guidance on the use of social media, including specific types of social media tools and services.

6. Identity. Always identify clearly who you are, what your role in the department is and publish in the first person, disclaimer may be used when appropriate. Departments/offices/officers may use only approved social media services. Approved social media services include Twitter, Facebook, Instagram, YouTube & TikTok. All other services, like Bigo, Twitch and other are prohibited. All new accounts shall be sent for approval to the Information Department /DGPR

#### 4 OFFICIAL USE OF SOCIAL MEDIA BY GOB/Authority:

Do not comment and respond unless authorized to do so especially in the matters that are sub-judice, draft legislations or relating to other individuals. Employees must be granted approval to use social media, or other third party services, to directly support or enhance activities being undertaken in an official capacity. This includes receiving approval to create social media accounts for locations, programs, offices and employees that are to be used for official work. Social media accounts created as professional personas (for example an account dedicated to "Department of Information Balochistan") for official business and maintained using government resources (staff time, devices etc) are the property of the Provincial government. Content created in an official capacity may constitute a government record and is subject to relevant information related laws and regulations:

Departments/offices/officers must follows the approval process. Any social media account that has not been approved via the approval process is subject to immediate termination. Approval is required to ensure:-

1. Cross-departmental alignment of social media efforts and reduce duplication in accounts

2. Appropriate information is delivered to citizens and the general public in the

context of unified themes or messages; and

3. Each Department /office will maintain a list of all official social media accounts on its public website and in accordance with Government memorandums. This catalog will be periodically provided to Department of Information -

4. Official social media accounts (both new and already existing) must have a primary point of contact, who shall be responsible for managing account security, overseeing employee access and training, and distributing guidance. The contact must be

a full time, permanent employee.

5. Before gaining access to an official social media accounts, employees (including parttime, seasonal, volunteers and partners) must take the mandatory social media training and sign NDA (Non-Disclosure Agreement).

8. Types of social Media, description and platforms/applications includes:

of

Type Description

Social

Media

Social

Networking

Social Networking is an online service that enables its users to create virtual networks of like-minded people and offers facilities such as. chat, instant messaging, photo sharing, updates, etc

Blogs are descriptive content pages may contain text, photos and links to other websites.

Department's All departments of the Government can use their websites blog section for awareness and to address queries.

Visual Presence for each department on \_ video platform to \_ increase interaction & awareness to

the people  
Podcast is used for  
awareness, future

Video  
Presence

Podcast

counseling etc

Opportunity and career

Example of  
Platform/Applications  
available  
Facebook,  
Instagram. etc

Twitter,

Department's Website  
blog section, LinkedIn  
etc

TikTok, Facebook  
Reels, Youtube Reels

Google Podcast, Apple,  
Spotify, Youtube etc

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Youtube Live, Tiktok  
live, Facebook live,  
and Instagram live etc

Live streaming on various  
Social Media Platform  
provides platform for face  
to face interaction with  
public to address their  
issue and disseminating  
information

An online —\_ discussion  
forum is a digital place  
where people can hold  
conversations in the form  
of posted messages

Career offering platforms  
with official word explain  
the growth career  
opportunities and  
department size

AI tools improve Public  
service Delivery through  
handling public inquires,  
provide information, data  
analysis, evidence based  
policy development etc.

A Wiki is a collaborative  
website that allows  
multiple users to create  
and update pages on  
particular or interlinked  
subjects. While a single  
page is referred to as a  
“wiki page” the entire  
related content on that  
topic is called a “Wiki”

Tools Like LMS,

Live  
Streaming

Department's Discussion  
forum, Reddit, Quora,  
Digg etc

Discussion  
Forums

Indeed, LinkedIn,  
Glassdoor, Rozee.pk

Career

AI Gemini,  
(Artificial

Intelligence)

ChatGPT,  
Elevenlabs,  
Midjourney, Azure AI

Wikipedia, Media  
Wiki. Wikibooks,  
Wikidata, etc

Social LMS, Microsoft todo,

interaction Microsoft todo etc are Todist, Tiktrick,  
within the used for social interaction Google task, Anydo  
department and work ethics within the

department

9. Relevancy Comment on issues relevant to area and make relevant and  
pertinent comments. This will make conversation productive and help take it to its  
logical conclusion.

10. Guiding Principles for Official use of Social Media

e Confidentiality: Avoid discussing any department-related information that is  
considered non-public, including internal, sensitive, proprietary, or classified data.  
Failure to comply may result in penalties or disciplinary action.

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e Official Communication Channels: Do not rely solely on social media platforms for conducting official government business or disseminating information related to official government functions. Press releases, grant opportunities, rulemaking notices, and other official announcements must also be distributed through publicly accessible channels such as your department's website

¢ Public Domain: Content posted on social media while representing your organization in an official capacity is generally considered public information, regardless of privacy settings. Assume that your content may be widely accessible, shared, and discussed in the media.

e Mission Focus: Prioritize your primary duties and avoid letting social media activities interfere with your core responsibilities.

e Legal Compliance: Familiarize yourself with and adhere to all applicable laws, regulations, and guidelines, such as the Appropriate Use of the Internet and the Terms of Service of social media networks.

e Misinformation: It might also be helpful to have clear protocols in place for handling social media during crises or emergencies. This could include guidelines on messaging tone and approval processes to ensure we respond quickly and appropriately without spreading misinformation.

e Information Department: Encouraging collaboration between departments would ensure that our messaging is consistent across all platforms. This could be coordinated by a central body within the Information Department, ensuring a unified voice.

e Analytics: We could look into using social media analytics more effectively to measure engagement and impact. Regular reviews of this data could help us improve our strategies and better engage with the public.

11. Record Management: To ensure that all relevant information shared or guidance given online is captured and preserved, it is essential to establish clear recordkeeping procedures. This includes:

e Record Retention: Define the types of records to be retained, their retention periods, and the appropriate storage locations.

e Metadata: Capture metadata for each record, including the creator, date, posting site, and any relevant keywords.

¢ Preservation: Implement strategies to ensure the long-term preservation of digital records, considering factors such as file formats, storage media, and security.

¢ Access and Retrieval: Establish procedures for accessing and retrieving records, including guidelines for responding to requests for information.

e Legal Compliance: Adhere to all applicable laws and regulations regarding recordkeeping, including those related to government transparency and public access to information





12. Restrictions include:-

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a) Do not engage in vulgar or abusive language, personal attacks of any kind or offensive terms targeting individuals;

b) Do not endorse any products, services, or entities

c) Do not solicit donations of any kind;

d) Do not engage in activity directed toward the success or failure of

political parties, candidates, or groups.

e) The legal implications must be viewed in accordance with the law of land e.g prevention of Electronic Crimes Act (PECA), RTI Act, IT Amen dements Act etc as also rules and regulations made thereunder.

f) The government's communication to citizens via social media should follow the data retention policy as its communication through other electronic and non-electronic channels. Data portability compliance varies from one social media platform to another. Privilege access may be mandated by the government along the same lines "take down notices" and "information requests" currently being sent to social media and other platforms for intellectual property rights infringement and other offences.

13. Personal (Non-Official) Use of Social Media.

Social media can sometimes blur the line between professional and personal lives and interactions. Statements intended as personal opinion can be mistaken for official expressions of government policy or position. Care must be taken to ensure that personal use of social media does not create the appearance of official use of social media, such as by the use of a government title or position in a manner that would create an appearance that the Government sanctions or endorses one's activities. Additionally, many ethics laws, regulations, and policies that apply to an employee's official activities apply also to employee activities in their personal lives. Questions concerning ethics ° restrictions applicable to personal use of social media should be directed to your bureau immediate boss.

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