



# Content Creation Policy

## Policy Internal

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**Effective Date:** September 1, 2023

**Revised Date:**

**Sunset/Next Review Due:** September 25, 2025

**Approved By:** Marvin L Dodge

**References/Authority:**

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## 1 PURPOSE

This policy outlines the principles and guidelines for creating, reviewing, and approving content the Department provides to the public or other stakeholders or communicates to a large audience internally before the content is published. The purpose of this policy is to ensure that all content the Department produces, publishes, manages, or distributes remains relevant, factual, impartial, unbiased, and free from any political topics, affiliations, individual beliefs or social agendas.

## 2 GUIDING PRINCIPLES

- A. The Department provides centralized functions to all state and local government agencies whose missions provide services to state residents and visitors alike
- B. The Department's content should align with the services the Department provides, and the Department's and each Division's legislative mandates and mission statement
- C. The Department's content should be seen as an appropriate use of taxpayer funds
- D. Agency leadership should be comfortable discussing this content with the public, the governor, the legislature, and the media
- E. The Department's content should improve the customer experience
- F. The Department's content shall be factually accurate
- G. The Department strives to be transparent and promote trust
- H. The Department's services do not promote or discriminate against any demographic

## 3 POLICY

### 3.1 Definitions

- A. Content - is a compilation of information, ideas, and messages translated into written, visual, or audible formats such as:
  - 1. Websites
  - 2. Videos
  - 3. Newsletters



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4. Trainings
  5. Blog posts
  6. Case studies
  7. Reports
  8. Podcasts
  9. Strategic plans
  10. Press releases
  11. Q&As
  12. Social media posts
  13. Social media comments or replies
  14. Infographics
  15. Articles
  16. Images
- B. Department - the Utah Department of Government Operations
- C. Divisions - all divisions with the Department
- D. EDO - Executive Director's Office
- E. Public Information Officer (PIO) is the Department PIO
- F. Neutral - refers to information, media, and communication materials that neither denigrate nor promote any specific demographic, ideology or viewpoint
- G. Post - means to share, re-post, comment, publish or otherwise make publicly available

### 3.2 Policy

#### WORKFLOW

- A. Each division shall have a single principal point of contact for posting content
- B. Content creation shall be channeled through and approved through a process designated by the division director to ensure adherence to this policy
- C. Division directors and designated personnel shall receive periodic training as mandated by the PIO
- A. Content Author or Publisher shall:
1. Ensure that visuals and content aligns with the content guidelines in this policy
  2. Ensure that the Department has appropriate permission to use images
  3. Ask questions to verify
- B. EDO Review



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1. Prior EDO review and approval is required for content:
  1. Distributed to policymakers or used in public hearings or committees;
  2. Distributed to the Governor's Office;
  3. Released to the public or the media (except documents released in response to a GRAMA request);
  4. Included in social media posts elevated by a division director;
  5. Included in materials targeting demographics; or
  6. Potentially non-neutral content.
- C. The Executive Director will determine if content should be reviewed by the Governor's office prior to post.
- D. Each Division should review posted content at least semiannually to determine continued relevance and alignment with communication goals.

### CONTENT GUIDELINES

- A. Content the Department produces shall comply with Utah's GRAMA laws (UCA § 63G-2, et. seq.
- B. Content the Department posts is a record under GRAMA and is subject to record retention requirements.
- C. The Department will be neutral in all publicly posted content.
- D. All content creation shall align with the business function of the posting division.
- E. All content shall be operationally relevant to the business of the posting division.
- F. When posting content that is not an original creation of the Department, ensure permission is obtained from the content creator and credit is given if appropriate.
- G. When using words that could be misunderstood (particularly those that may be culturally or politically sensitive), the Department's content should define the word or put it in context to avoid misinterpretation.
- H. Non-neutral content will be removed.
- I. Any publisher or approver of content published contrary to this policy may be subject to disciplinary action.
- J. Division content creation policies shall comply with this policy.



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### SOCIAL MEDIA ACCOUNTS

- A. Any new social media account for the Department shall be approved by EDO prior to launching.
- B. Any new social media account for a division or program shall be approved by the respective division director prior to launching.
- C. Only authorized staff are allowed to post on Department, division, or program social media channels on behalf of the Department.
- D. Department posts to social media shall only be made from an official government account.
- E. Each division shall have a specified list of social media accounts that it uses for content publication
- F. At least two people within each division, including the director, should have current login information for and administrative access to each social media account.
- G. Divisions shall register all social media accounts with the Division of Archives and Record Services which will place the account in the Department's escrow.
- H. Employees with authorization to post on division social media accounts are accountable for maintaining the security of their access.
- I. If employees ever suspect the security to a division's social media account has been compromised, they shall notify their division director, Department IT Director, and PIO immediately.
- J. Division Directors are accountable for all division content.
- K. The Department shall not post content to TikTok and shall not maintain TikTok accounts.

## 4 RELATED DOCUMENTS



## Amendment/Change Log

<Policy Name> Amendment/Change Log					
Date	Section/ Heading	Change/Edit	Additional Information (if needed)	Change Approved By	Change Approval Date