

Contents

| | |
|--|---|
| Background | 3 |
| Name:..... | 3 |
| Scope:..... | 3 |
| Rationale:..... | 3 |
| Objectives:..... | 3 |
| Two angles of information sharing to be considered:..... | 3 |
| Information sharing between NECS and other public agencies | 3 |
| Information sharing between NECS and citizens..... | 4 |
| Information sharing mechanism:..... | 4 |
| Implementation strategy:..... | 4 |
| Policy setting:..... | 6 |



Contents

| | |
|--|---|
| Background | 3 |
| Name:..... | 3 |
| Scope:..... | 3 |
| Rationale: | 3 |
| Objectives:..... | 3 |
| Two angles of information sharing to be considered: | 3 |
| Information sharing between NECS and other public agencies | 3 |
| Information sharing between NECS and citizens..... | 4 |
| Information sharing mechanism:..... | 4 |
| Implementation strategy: | 4 |
| Policy setting:..... | 6 |



At NECS, any relevant data and information collected through survey and research work by the NECS will be made available to other agencies to ensure standard data/information sharing and save limited resources available throughout the public domain.

Information sharing between NECS and citizens

To serve all citizens with transparency and accountability with efficient and professional systems, facilitating citizens' access to information on governmental policies, laws, regulations, development programmes, and priorities are essential. Sharing of information and data between public agencies and citizens will enable citizens to make informed decisions and choices with meaningful participation in public policy and administration.

Likewise, the environmental services and information provided by the NECS to the citizens are inevitable in making informed decisions in their day-to-day life. In recognition of this, the process of applying for and availing of these services and information by ordinary citizens is of utmost importance to NECS. Therefore, any relevant information and services owned by the NECS will be made available to the citizens to enhance public service delivery and support informed decision-making. Further, the NECS encourages netizen initiatives to share relevant information through online/offline platforms.

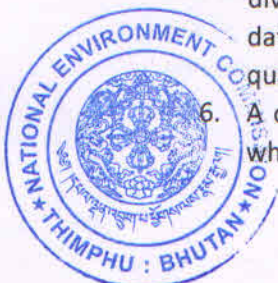
Information sharing mechanism:

The sharing of information may be arranged through one or a combination of the following media:

1. Electronic: office website, other government web portals, official email
2. Hardcopy: printed handouts, supplements, and leaflets
3. Broadcast: awareness and education programmes through television/news channels
4. Social platform: feeding of information on social platforms like official NECS accounts on Facebook, Instagram, Twitter, Youtube, etc
5. Press conference

Implementation strategy:

1. The Information and Media Management Plan has been approved in 211th HRC meeting dated 10th June 2022 with immediate effect
2. Officers from Legal Services and Policy and Programming Services of NECS, will be appointed through office order as the Media spokespersons of NECS
3. Respective divisions/services should sensitize and provide the complete information of any events/news/announcements/notifications hosted by their division to ICT services within two working days for a timely update on the official website
4. Upon receipt of complete information from respective divisions/services, ICT services should update the information on official website within one working day
5. Data/information requests received from other agencies/public should be consulted within the respective division/service and one/both of the media spokesperson. Respective division/services should respond to the request within five working days. The data/information shared should be accurate and comprehensive to maintain the standard and quality of the information.
6. A copy of official correspondences with information on what was shared, when, and with whom should be maintained by the respective division/services for future references



Handwritten signature

7. The copy of the same should be shared with ICT services for general office archival and to compile on common request to further incorporate the sharing of commonly required information through the official website without having to request for the same in future
8. The overall design and content of the official website should be reviewed yearly to examine if the website fulfills the purpose of effective communication between NECS and visitors of the website.

The website review committee is hereby formed with the following details:

- Chair of the committee: Dasho Secretary, NECS
- Members of the committee: Chiefs of divisions in NECS and Heads of services in NECS
- Coordinator of the committee: ICT Head, NECS
- Review frequency: Yearly
- Responsibilities:
 - o Review the overall design and content of the official website to enhance the information sharing and public service delivery between NECS and other agencies/public
 - o Discuss and streamline timely and accurate information sharing and public service delivery
 - o Discuss and initiate innovative ways of information sharing and public service delivery
 - o Monitor and evaluate the implementation of the Information and Media Management Plan

9. Social media account management:

Communication Officer of NECS, is hereby appointed as Social Media Lead to manage the official social media accounts. The Social Media Lead shall be supported by divisions/services in NECS. The social media lead shall oversee the following:

- Approving official social media accounts based on implementation plans and overseeing the life cycle of official social media accounts, including planning, creation, configuration, implementation, evaluation, and disposition
- Review of social media platform-specific functionality and terms of use
- Privacy and security risk assessments for social media platforms, including model Privacy Impact Assessments for social media platforms
- Ensure the use of social media platform management tool to manage official social media accounts
- The Social Media Lead shall be responsible for the creation of content for the official social media account. The official will ensure that consistent content is maintained on all media platforms
- Record management shall be created on the official account to ensure that all information/content shared online is captured, a trail is generated and managed appropriately

10. Website management:

ICT Head of NECS, is hereby appointed as webmaster of NECS' official website. The webmaster shall be supported by divisions/services in NECS. The webmaster shall oversee the following:

- Uploading and updating web pages
 - Uploading and updating information on the website
 - Configure webserver
 - Design website
- Keep the website running seamlessly by constantly testing the site for functionality, ease of use, and load time

K



- Ensure that content on the site is easily understandable for the target audience
- Respond if there are any technical complaints from users, assess the situation, and perform corresponding solutions

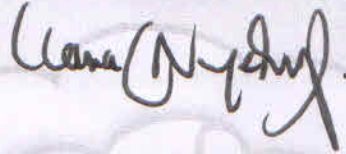
Policy setting:

1. POLICY GUIDELINE ON INFORMATION SHARING, SEPTEMBER 2006, MoIC
2. The Information and Media Policy of the Royal Government of Bhutan, DoIM, MoIC
3. Social Media Policy For the Royal Government of Bhutan, DoIM, MoIC

Prepared by:

Ms. Sujata Sunuwar, Senior ICT Officer, NECS

Mr. Tshering Tashi, Deputy Communication Officer, NECS





National Environment Commission