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SECRETARIAL DIRECTIVE

SUBJECT: Social Media Policy

SUPERSEDES: ADC AD 18-41
ACC AD 16-17 partial

NUMBER: 2021-08

APPLICABILITY: All DOC Employees

REFERENCE: Arkansas Code Ann. §§ 25-403-105,
25-43-108 and 25-43-403

PAGE: 1 of 3

APPROVED: Original Signed by Secretary Solomon Graves

EFFECTIVE DATE: 6/22/2021

I. POLICY:

As the executive head of the Arkansas Department of Corrections (DOC), it is the responsibility of the Secretary to establish procedures to administer the various rules, orders, or directives issued by the Department. The purpose of this directive is to establish the DOC's standards for the administration and management of its various social media platforms, and to provide guidance to employees regarding the Personal Use of social media. The DOC strives to use clear, consistent, and professional methods to increase the public's knowledge of the various programs, services, events, and career opportunities within the DOC; in addition to using social media as an investigative and supervision tool.

II. DEFINITIONS:

1. Administrator. An employee with the ability to assign roles, manage settings, publish, or create content on DOC Social Media Pages.
2. Inappropriate Comments. Topics such as advertisements or endorsements for services or products not affiliated with the DOC; abusive or profane language, inappropriate photographic or video content, hate speech, personal attacks, harassment, threats of violence; defamatory or slanderous statements against DOC or its employees; statements that threaten the good order and safety of DOC offices and facilities.
3. Personal Use. The use of social media by an employee in an unofficial capacity.
4. Post. Content an individual shares on a Social Media Site or the act of publishing content on a site or through a direct message.
5. Professional Use. The use of social media to increase the public's knowledge of the various programs, services, events, and career opportunities within the DOC. Professional Use also includes providing the public and news media with updates regarding institutional emergencies and other critical incidents; in addition to its use by an employee as an investigative and supervision tool.
6. Social Media Account. An established profile using a social media platform for the purpose of professional or personal social media use.

7. Social Media Page. The specific portion of a Social Media Site where content is displayed and managed by an individual or individuals with Administrator privileges.
8. Social Media Site. Internet based services that allow individuals to create public profiles, share information and socialize with others using a range of communications technologies. This includes, but is not limited to, social networking, blogging, photo/video sharing sites, wikis, and news sites.

III. PROCEDURES:

A. Responsibilities of the Communications Director

1. The Communications Director is responsible for the administration and management of all DOC Social Media Accounts and pages.
2. The Communications Director must authorize the creation of Social Media Accounts and pages for use by the DOC and any employee designated to serve as page Administrators in addition to the modification or expansion of existing Social Media Accounts.
3. The Communications Director, or designee, will maintain a list of the DOC's Social Media Accounts, which includes the names of all authorized Administrators and their associated user account information.

Note: An individual will be removed immediately from their Administrator role upon termination of employment. Removal of an Administrator will be accompanied by the immediate change of all passwords and any other necessary account information to maintain security and control of DOC Social Media Accounts.

4. The Communications Director, or designee, will monitor comments made to the DOC's Social Media Pages and remove Inappropriate Comments.

B. DOC Account and Page Guidelines

1. All Social Media Accounts or pages representing the DOC will bear the name "Arkansas Department of Corrections," the facility's or administrative areas name, the official DOC seal and include the Headquarters or location's official contact information. Arkansas Correctional Industries and Paws in Prison are exempt from this requirement.
2. To maintain consistency of the information presented through social media to the public, current and prospective employees, news media representatives, and any other stakeholders; correctional units and administrative areas within the DOC will follow these rules:
 - a. Images used in profiles on pages and accounts representing the DOC are subject to approval of the Communications Office.
 - b. Job Postings will be made in collaboration with the Communications Director and Human Resources. Recruitment graphics must be pre-approved by the Communications Director in conjunction with Human Resource Administrator or designee.
 - c. The use of instant messaging through accounts and pages representing the DOC should be used for recruitment purposes only. Automated responses must be pre-approved by the Communications Director in conjunction with the Human Resources Administrator or designee.

C. Standards for DOC Social Media Administration

1. The Information Technology Section will only grant computer access to Social Media Sites for employees whose duties include the Professional Use of social media. All Professional Uses of social media will be consistent with applicable policies. Request for access must be approved by a Division Director, the Chief of Staff, or their designee.
2. Social media Posts must meet ethical and professional standards.
3. Social media Posts must not include confidential or otherwise non-publicly accessible DOC information, or information that is false, inaccurate, or misleading.

4. Content generated within the DOC's Social Media Accounts may be considered a public record. Social media content must be maintained in a manner consistent with all applicable laws and policies.
5. The DOC's Social Media Accounts will include the following statement:
"Representatives of the Arkansas Department of Corrections share information via this profile. Any communication via this page, whether by a state employee or the public, may be subject to monitoring and disclosure. Refer to the contact information section on this page to officially communicate with the Department."

D. Personal Use Guidelines

1. The DOC recognizes employees have the right to create and maintain personal Social Media Accounts and groups. It is not the purpose of this policy to discourage or unduly limit any personal expression or online activity. DOC employees are personally responsible for the content they publish on any social media platform. Employees will be held accountable for content appearing on their social networking sites, whether Posted by the employee or not. Each employee should recognize the potential for harm to the DOC by personal social media Posts in circumstances when the individual is identified as, or known to be, a DOC employee. Accordingly, employees should comply with the guidelines listed below:
 - a. Employees are not permitted to use DOC equipment or network infrastructure for personal social media use.
 - b. Employees are not permitted to use state email accounts, phone numbers or passwords for personal social media use.
 - c. Employees cannot Post confidential or otherwise non-publicly accessible DOC related information, or information about the DOC that is false, inaccurate, or misleading.
 - d. Employees cannot Post or display comments about co-workers or supervisors that is vulgar, obscene, threatening, intimidating, harassing, or a violation of the DOC's policies against discrimination or harassment.
 - e. Employees cannot represent or indicate that the DOC endorses any of the employee's personal social media Posts.
 - f. Employees cannot allow personal social media usage to interfere with their ability to complete their assigned job duties.
2. The DOC's conduct standards are applicable to employees while on or off duty. Employees are expected to follow the DOC's conduct standards during their personal social media use. Employees who fail to meet these standards will be subject to disciplinary sanctions provided for in the Employee Conduct Standards and Discipline Secretarial Directive.
3. Employees should be mindful that, because of their chosen career field, they may be targeted by individuals using social media. Employees should regularly evaluate each site's security settings to ensure that personal content is only available to their intended audiences.