



## OFFICE OF THE SECRETARY

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### SECRETARIAL DIRECTIVE

**SUBJECT:** Social Media

**SUPERSEDES:** SD 21-08

**NUMBER:** SD 2022-11

**APPLICABILITY:** All Department of Corrections Employees

**REFERENCE:** A.C.A. § 25-43-105, 25-43-108, and 25-43-403; SD on Divisive Concepts in Department Operations, Policies, and Training Materials, Secretarial Directive on Employee Conduct and Discipline

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**APPROVED:** Original signature on file

**EFFECTIVE DATE:** 10/6/2022

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#### I. **POLICY:**

As the executive head of the Arkansas Department of Corrections (Department), 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 Department'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 networking sites. The Department 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 Department. Additionally, social media may be used as an investigative and supervision tool.

#### II. **DEFINITIONS:**

- A. **Administrator.** An employee who has the authority to assign roles, manage settings, publish, or create content on Department Social Media Pages.
- B. **Inappropriate Content.** Topics such as advertisements or endorsements for services or products not affiliated with the Department, abusive or profane language, inappropriate photographic or video content, hate speech, personal attacks, harassment, threats of violence, defamatory or slanderous statements against the Department or its employees, and statements that threaten the good order and safety of Department offices and facilities.
- C. **Personal Use.** The use of social media by an employee in an unofficial capacity.
- D. **Post.** Content an individual shares on a Social Media Site or the act of publishing content on a site or through a direct message.
- E. **Professional Use.** The use of social media to increase the public's knowledge of the various programs, services, events, and career opportunities within the Department. 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.
- F. **Social Media Account.** An established profile using a social media platform for the purpose of professional or personal social media use.

- G. 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.
- H. 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 Department Social Media Accounts and Social Media Pages.
2. The Communications Director must authorize the creation of Social Media Accounts and Social Media Pages to represent the Department, any employee designated to serve as a page Administrator, and any modification or expansion of existing Social Media Accounts.
3. The Communications Director or their designee will maintain a list of the Department's Social Media Accounts, which includes the names of all authorized Administrators and their associated user account information.
4. The Communications Director will remove an individual immediately from their Administrator role upon being placed on administrative leave, suspension, or 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 Department Social Media Accounts.
5. The Communications Director, or designee, will monitor content including comments, posts, and photos made to the Department's Social Media Pages and remove Inappropriate Content.

#### **B. Department Account and Page Guidelines**

1. All Social Media Accounts or Social Media Pages representing the Department will bear the name "Arkansas Department of Corrections," the facilities or administrative area's name, the official Department of Corrections seal, and the location's official contact information. Arkansas Correctional Industries and Paws in Prison are exempt from this requirement.
2. The Department aims to maintain consistency of the information presented through social media to the public. Current employees, prospective employees, news media representatives, and any other stakeholders, correctional units, and administrative areas within the Department are subject to the following rules:
  - a. Images used in profiles on pages and accounts representing the Department are subject to approval of the Communications Director.
  - b. Job Postings will be made in collaboration with the Communications Director and Human Resources Administrator. Recruitment graphics must be pre-approved by the Communications Director in conjunction with the Human Resource Administrator or their designee.
  - c. The use of instant messaging through accounts and pages representing the Department 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 their designee.

#### **C. Standards for Department 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 the Department's ethical and professional standards.
3. Social media Posts must not include confidential or otherwise non-publicly accessible Department related information, or information that is false, inaccurate, or misleading.

4. Content generated within the Department'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 Department'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 Social Media Use Guidelines

1. The Department recognizes that 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.
2. Department employees are personally responsible for the content they publish on any social media platform. Employees may be held accountable for content appearing on their Social Media Accounts whether posted by the employee or not.
3. Employees shall recognize the potential for harm to the Department by personal social media Posts in circumstances when the individual is identified as, or known to be, a Department employee.
4. In addition to the conduct standards established in the Secretarial Directive on Employee Conduct and Discipline, employees shall comply with the following provisions:
  - a. Employees are not permitted to use Department equipment or network infrastructure for personal social media use.
  - b. Employees are not permitted to use state email accounts, phone numbers, or other identifying Department account information for personal social media use.
  - c. Employees must not post confidential or otherwise non-publicly accessible Department related information, or information about the Department that is false, inaccurate, or misleading.
  - d. Employees must not post or display comments about co-workers or supervisors that are vulgar, obscene, threatening, intimidating, harassing, or a violation of the Department's policies against discrimination or harassment.
  - e. Employees must not represent or indicate that the Department endorses any of the employee's personal social media Posts.
  - f. Employees must not allow personal social media usage to interfere with their ability to complete their assigned job duties.
5. The Department's conduct standards are applicable to employees while on or off duty. The Secretarial Directive on Employee Conduct Standards and Discipline outlines provisions related to employee social media use. Employees who fail to meet these standards and the guidelines in this policy may be subject to disciplinary actions.
6. Employees should be mindful that, because of their chosen career field, they may be targeted by other social media users. Employees should regularly evaluate each site's security settings to ensure that personal content is only available to their intended audience.