


NHDOC POLICY AND PROCEDURE DIRECTIVE	CHAPTER <u>General Administration</u> STATEMENT NUMBER <u>1.55</u>
SUBJECT: DEPARTMENT USE OF SOCIAL MEDIA PROPONENT: <u>Jeffrey Lyons, Public Information Officer</u> <i>Name/Title</i> <u>Commissioners Office 271-5602</u> <i>Division Phone #</i>	EFFECTIVE DATE <u>05/18/2018</u> REVIEW DATE <u>05/18/2020</u> SUPERSEDES PPD# <u>0.00</u> DATED <u>05/18/2018</u>
ISSUING OFFICER:  <u>Mel E. Hanks, Commissioner</u>	DIRECTOR'S INITIALS: _____ DATE: _____ APPENDIX ATTACHED: _____ YES: _____ NO: _____
REFERENCE NO: See reference section on last page of PPD.	

- I. PURPOSE:
 To establish uniform guidelines for using social media as an agency representative and using state resources to safely and effectively communicate with the public while simultaneously promulgating and adhering to the stated mission of the Department.
- II. APPLICABILITY:
 All staff
- III. POLICY:
- A. It shall be the policy of the Department to utilize social media platforms as approved by the Commissioner
 1. Social media includes but is not limited to tools such as:
 - a. Microblogging sites (Twitter, etc.)
 - b. Social networking sites (Facebook, LinkedIn, etc.)
 - c. Video sharing sites (YouTube, SnapChat, Vimeo, etc.)
 - d. Photo sharing sites (Instagram, Flickr, etc.)
 - e. Survey and scheduling tools (Survey Monkey, Doodle, etc.)
 - f. Interactive chat or messaging sites (Messenger, Skype, etc.)
 - g. Other social media sites authorized by the Commissioner
 - B. Employees designated by the Commissioner as social media moderators will be granted permission to unblock access to such sites on their state-issued information technology equipment.
- IV. PROCEDURE:
- A. All social media designees are required to respect State of New Hampshire time and property. State of New Hampshire information technology ("IT") resources, computers and time on the job are reserved for State related business as approved by supervisors. Users must abide by all applicable policies and work rules regarding the internet when using social media tools and/or services (see PPD 11.03, Information Technology Network and Systems Access Management)

- B. Prior to Establishing a Social Media Presence the Commissioner or Designee shall
1. Weigh the benefits against the risks of such use. For example, when agreeing to use many, if not all, social media sites, the user may have to agree to indemnify and hold harmless the social media platform in the event of a lawsuit filed by a public user of the site.
 2. Develop the Department's Social Media Account Plan and Rules of Engagement (Attachment 1) that govern how social media tools and/or services are used on behalf of the agency's mission. A copy of these Rules of Engagement must be provided to the Department of Information Technology (DoIT).
 3. The Social Media Account Plan must include
 - a. Agency name
 - b. Social Media site name and URL
 - c. Associated E-mail address
 - d. Point of Contact
 - e. Social media moderator
 4. The Rules of Engagement must include direction to the public regarding the following
 - a. that the use of obscene, threatening or harassing language is prohibited on the State's social media sites;
 - b. personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation or disability is prohibited; and
 - c. comments should be related to the posted topic on the State's social media site and comments that do not directly relate to the purpose or topic will be removed by the agency
 5. Establish publishing standards that includes a process that prohibits the posting of any confidential or department information that has not been approved for external dissemination;
 6. Identify specific employees who will be responsible for establishing, reviewing and Posting content to the agency's social media sites
 7. Implement a process for monitoring the content on the agency's social media sites; If the social media platform has a comments approval feature this feature shall be engaged.
 - a. The social media moderator will routinely visit all DOC social media platforms and read all comments that have been posted by the public either in response to a DOC post or as a stand-alone post.
 - b. In the absence of the social media moderator, the Public Information Officer will routinely read all comments
 8. Establish a methodology on how permission is obtained related to posting of any photo or intellectual property not owned by the agency or photographs of recognizable people taken by state employees during official events; Implement a procedure that identifies how the agency manages any comments removed as inappropriate;
 - a. The social media moderator shall review each comment posted and determine its appropriateness based on prohibitions listed in Section B-4.
 - b. The social media moderator will delete the comment.
 - c. A log should be kept of comments that were removed from social media websites with a citation from Section B-4 as to why the comment was removed (See Attachment 2).
 9. Enforce the agency's Rules of Engagement with the public
- C. Publishing on Social Media Platforms
1. The social media moderator shall ascertain if the content that is posted is accurate, grammatically correct, and representative of the agency's mission. Such errors reflect badly on the Department of Corrections. All content posted on social media platforms will be perceived as the official position of the Department of Corrections.
 2. Prior to publishing an official Department photograph on social media platforms, a

minimum of verbal permission shall be obtained from any identifiable person in that image.

3. No social media moderator will publish comments on litigation, legal matters, personnel or security issues.
4. No moderator will use social media to promote a business, a personal opinion, or political point of view.
5. Respect the audience and the public - ethnic slurs, personal insults, obscenity, or any conduct that would not be acceptable in the agency's workplace are forbidden.
6. No social media moderator shall engage the public in controversial topics such as race, ethnic origin, party politics, and religion
7. No social media moderator shall use the platform to make negative or disrespectful statements about individuals in our custody or on supervision, co-workers, and members of the public.
8. Social media moderators must be aware that the First Amendment more strictly limits the government's ability to restrict speech than it does private entities. The agency may remove comments that are obscene, threatening, discriminatory, harassing, or off topic. However, the Department may not use the moderation function to restrict speech with which the agency merely disagrees
9. When the moderator sees misrepresentations made about the Department as a reply or response to a social media posting, the moderator may use the agency's social media site to point that out. However, it must be done factually and with respect to the person who made the comment.

D. Employee Use of Social Media Outside of the Department

1. NHDOC personnel who appear in uniform or identify themselves as members of NHDOC on their personal social media platforms create a link between themselves and their employment within the agency. Department personnel who are identified as DOC employees have no reasonable expectation of privacy when communicating on social networking sites and are subject to all pertinent policies including those outlined by PPD 2.16, "Rules and Guidance," NH Department of Personnel, and all applicable Local, State and Federal laws and regulations. All employees should exercise caution when commenting and/or communicating on social media and networking sites and should consider whether personal thoughts they publish may be misunderstood as expressing official position(s) of the agency.
 2. Pursuant to RSA 98-E (Attachment 3), a Department employee is expected to conduct himself/herself in such a manner as to demonstrate the public's trust and confidence inherent in his/her position as a public servant, even during off-duty hours. A Department employee must refrain from posting comments in social media that discloses privileged records and communications, including communications relating to investigations whether personnel or law enforcement related, or related to collective bargaining proceedings, or related to a specific individual under our supervision. To the extent that a Department employee, while speaking as an individual uses social media in a way that releases information or gives opinions related to privileged and confidential information, records, communications and proceedings he/she shall be subject to appropriate discipline.
- E. All social media designees will clearly identify themselves and their agency in all communications. This includes clearly identifying the State of New Hampshire with the use of the State Seal or the use of an agency logo or text on all pages
- F. All agency postings or publications on social media sites are considered to be public documents subject to disclosure under RSA 91-A, the Right to Know law.
- G. An appropriate amount of work hours will be devoted to monitoring and updating the content of social media sites.

REFERENCES:

State of New Hampshire RSA 98-E
State of New Hampshire RSA 91-A

State of New Hampshire, Department of Information Technology, Social Media Policy:

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