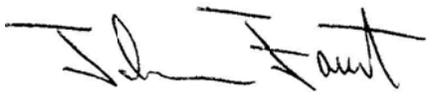


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	<b>OPI:</b>	DIRECTOR	
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	<b>Approving Authority</b>	Thomas Faust Director	
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<b>NUMBER:</b>	<b>1340.5</b>		
<b>Attachments:</b>	None		

**SUMMARY OF CHANGES:**

Section	Change
PP 1340.5	<b><i>NEW ISSUANCE</i></b>

**APPROVED:**



***Thomas Faust, Director***

12/30/2013

***Date Signed***



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**8. APPLICABILITY** This applies to:

All DOC/District Government social networking accounts hosted/owned by the DOC/District Government or hosted through a third party.

All users of DOC/District Government Internet and Government social networking services that either view or create content including full and part time employees, contractors and volunteers authorized to use District Government owned equipment or network resources, and who have been provided Internet service and comment via DOC/District Government social networks.

The personal use of social media by employees, contractors and volunteers consistent with all District government and DOC polices and federal and District laws relating to intellectual property protection, privacy, misuse of government resources, sexual harassment in the workplace, data security and confidentiality.

**9. DEFINITIONS**

*Social Media.* A category of internet based resources that enable the user to generate content and encourage other user participation and includes but is not limited to blogs, collaborative projects, content communities, and social networking sites such as Facebook, MySpace, Twitter, You Tube, Wikipedia to name a few of many thousands of sites.

**10. Overview**

- a. Social media networks are highly efficient research and communications tools that are available through District government networks to its employees, contractors and volunteers to assist them in supporting District government functions and conducting government business within its organization, with government and private business partners, and with the public.
- b. The DOC uses social media to improve communication with staff and the public and disseminate information to a broader audience of stakeholders.
- c. Approval of the content of social media on behalf of DOC is restricted to the Director of the DOC or his/her designee and the DOC Government and Public Affairs Coordinator or his/her designee.
- d. Employees, contractors and volunteers using social media on behalf of the DOC must be authorized by the Director of the Department or his/her

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designee and the Government and Public Affairs Coordinator or his/her designee.

- e. Inmates shall not be provided or allowed access to social media while committed to the D.C. Department of Corrections.

## 11. Responsibilities

- a. The DOC Deputy Director for Management Support in collaboration with the DOC Government and Public Affairs Coordinator shall ensure adherence to this policy.
- b. Alleged or suspected violations of the social media policy will be investigated by the DOC with violations referred to OCTO for suspension of service.
- c. The DOC is responsible for any terms of use or service agreements agreed to when creating social media accounts.
- d. The DOC Office of Government and Public Affairs shall ensure that information DOC makes available through social media sites is appropriate for public access and editorially suitable.
- e. Employees shall adhere to the provisions of this directive and sign an acknowledgement of receipt of its issuance

## 12. Allowable Uses

- a. Agency Use of Social Media
  - 1) All DOC social media sites or pages shall be approved by the Director of the DOC or his/her designee and the DOC Government and Public Affairs Coordinator or his/her designee.
  - 2) Each DOC social media page shall include an introductory statement that clearly specifies the purpose and the scope of the agency's presence on the website.
  - 3) Social Media pages should link to the DOC's website.
  - 4) Social media pages shall clearly indicate they are maintained by the DOC and shall have the DOC Logo and contact information prominently displayed.

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- 5) Social media content shall adhere to applicable laws, regulations, and policies, including all those related to information technology, records management and e-discovery.
  - 6) Social media pages shall state that the opinions expressed by visitors to the pages do not reflect the opinions of the DOC.
  - 7) Social media sites shall clearly indicate that posted comments will be monitored and that the DOC reserves the right to remove obscenities, off-topic comments and personal attacks.
  - 8) Social media shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
- b. The DOC shall:
- 1) Provide staff, stakeholders and the community with real time access to agency information.
  - 2) Disseminate news and information on services, programs and events.
  - 3) Enhance outreach.
  - 4) View and post content for research, communication and information exchange related to the agency mission or work tasks.
  - 5) View and post content for research, communication and information exchange related to training and professional development.
  - 6) View and post content for information exchange around agency programs and services.
  - 7) Announce District government laws, procedures, policies, and rules.
  - 8) Provide governmental communications not requiring a high level of security.
  - 9) Communicate and exchange information for professional development and to maintain current training or education.

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### 13. Prohibited Uses

- a. The DOC is prohibited from using social media for the following:
- 1) Any purpose that violates a federal or District government laws, codes or policies, standards or procedures.
  - 2) Advertising or promoting a private business enterprise or activity.
  - 3) Access to and/or distribution of pornography, fraudulent information, harassing material, racially discriminatory, disparaging or harassing information (in violation of DOC sexual harassment policy), and hate related information or opinions.
  - 4) Transmission of statements that contain profane language, pander to bigotry, sexism or other forms of prohibited discrimination, or can in any way be construed as intending to harass or threaten another individual.
  - 5) Any activity with political or religious purposes.
  - 6) Dissemination of sensitive information that would reflect negatively on or damage the public image of the District government or its agencies.
  - 7) Disruption, obstruction or burden of network resources.
  - 8) Intentional or negligent introduction of computer viruses into the DOC/District government network.
  - 9) Sharing sensitive information that could compromise public safety or violate the *Health Insurance Portability and Accountability Act of 1996 (HIPPA) privacy rules*.
  - 10) Transmission of sensitive information unless protected by an approved encryption mode.

### 14. Department Authorized Use

- a. Department personnel representing DOC via social media outlets shall do the following:

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The use of social media on behalf of DOC is restricted to employees, contractors and volunteers authorized by the Director of the DOC or his/her designee and the DOC Government and Public Affairs Coordinator or his/her designee. The use of social media by authorized DOC users shall be consistent with and in adherence to the allowed and prohibited uses by the DOC set forth above.

- b. When using social media on behalf of the Department, the authorized user must:
- 1) Conduct themselves at all times as representatives of the DOC and accordingly, adhere to all DOC standards of conduct and observe conventionally accepted protocols and proper decorum.
  - 2) Identify themselves as a member of the DOC.
  - 3) Not disclose any agency information or materials unless authorized to do so by the Department Director or designee and the Government and Public Affairs Coordinator or his/her designee.
  - 4) Follow the Department's position on issues at all times and not include comments or posts that reflect personal rather than work-related positions on Departmental related issues.
  - 5) Follow policies, procedures and laws restricting the use of intellectual property such as copyright, trademark and service marks, Information protected by confidentiality and privacy laws, information protected by the laws of privilege, information subjected to non-disclosure agreements and other information legally protected from use and disclosure to the public.
  - 6) Only use District Government approved social media sites.
  - 7) Not comment or post information on pending litigation, legal matters, personnel and security issues.
  - 8) Not use his/her District of Columbia government e-mail address to register on social networks, blogs, or other online tools utilized for personal electronic communication. Subject to the above, the authorized user may use social media in furtherance of the Department's communication strategy.

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## 15. Personal Use of Social Media

- a. Department personnel are free to express themselves as private citizens on social media sites to the degree that their speech does not impair or impede the performance of duties, impair discipline and harmony among coworkers, or negatively affect the public perception of the department. As public employees, DOC personnel are cautioned that their speech either on or off duty, and in the course of their official duties that has a nexus to their professional duties and responsibilities may not necessarily be protected under the First Amendment right to free speech under the U.S. Constitution. This may form the basis for discipline if deemed detrimental to the DOC. Department personnel should assume that their speech and related activity on social media sites will reflect upon their position within the DOC. Therefore, DOC employees, contractors, and volunteers shall not engage in any activity that would reflect unfavorably on DOC or be deemed inappropriate by DOC, or that conflict with any federal or District laws, regulations or policies.
- b. Content contributed to social media sites by DOC employees may not claim to represent the Department or its policies or disclose protected information regarding staff, the public or offenders under DOC supervision.
- c. If an employee chooses to refer to his/her employment when using social media in a private capacity, the employee must make clear that his/her activity is as a private individual and not as a representative of the DOC. Material posted can be viewed by the public and misconstrued to represent the official position of the Department. Consequently, an employee must take proper precautions to ensure that his/her activity in a social media forum does not lead the public to reasonably believe that the employee is acting on behalf of the DOC or District government.
- d. A DOC employee acting in his/her private capacity is precluded from engaging in the following activities while on a social media network, personal web pages or blogs:
  - 1) Using language that would lead a reader/viewer to believe that the social media site is operated by DOC.
  - 2) Using any DOC patches, logo or coat of arms.
  - 3) Using photographs or depictions of any DOC building, facility or grounds, official Department activities, or any DOC issued uniform or any part of a DOC uniform, including personally purchased items.

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- 4) Sharing agency photographs posted on official DOC social media sites onto his/her private or personal pages.
  - 5) Using inmate images (with or without permission).
  - 6) Using any material for which the Department holds a copyright, trademark, service mark, patent or other intellectual property right.
- e. Employees using social media shall not release or reveal confidential or other non-public information obtained by virtue of his/her position with DOC. This includes, but is not limited to inmate identities or institutional information, inmate or employee medical and mental health treatment information, personnel information, criminal history record information, security and intelligence information, investigative information, operational concerns, confidential policies and procedures, privileged information such as legal advice, prison layout, photographs of the jail and training activities conducted either on or off facility grounds.
- f. DOC employees, by virtue of their employment with the Department, continue to have ethical obligations that apply to personal activity when not at work. When using social media, an employee must not violate the DOC Code of Conduct and the District Government's Code of Ethics or be subject to appropriate discipline. Therefore employees are prohibited from using speech containing obscene or sexually explicit language, images or acts and statements, or other forms of speech that ridicule, malign, disparage or otherwise express bias against any race, religion or any protected class of individuals.

## 16. **Improper Use of Social Media**

In accordance with DOC PP 24020.4C, *E-mail and Internet Use*, a DOC employee that uses social media in violation of the requirements of this policy shall be subject to disciplinary action and/or termination consistent with provisions of the applicable District Personnel Manual and the collective bargaining agreement:

- a. Chapter 16 General Discipline and Grievances
- b. Chapter 8 Probationary Employees
- c. Chapter 9 Excepted Service Employees
- d. Chapter 38 Management Supervisory Service
- e. Chapter 18, Part 1 Employee Conduct

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A contractor or volunteer shall be subject to immediate dismissal/removal from their position and will not be allowed access to the DOC facilities or technology. Any employee becoming aware of, or having knowledge of any posting, website, or webpage that violates this policy, shall immediately notify his or his supervisor and provide a special report.

#### 17. **MEDIA CONTACTS**

Employees should not speak to the media on the Department's behalf without contacting the Government and Public Affairs Office at 202-671-2137 or 202-671-2816.

#### 18. **FOR MORE INFORMATION**

If you have questions or need further guidance on this policy, please contact the Department's Government and Public Affairs Office at 202-671-2137 or 202-671-2816.

DOC/PP1340.45/12/30/13