

Georgia Department of Public Safety Policy Manual

SUBJECT DEPARTMENTAL SANCTIONED SOCIAL MEDIA	POLICY NUMBER 14.09
DISTRIBUTION ALL PERSONNEL	DATE REVISED 12/16/2015

14.09.1 Purpose

The purpose of this policy is to set forth guidelines for the use of social media to enhance communication, collaboration and information exchange, streamline processes and foster productivity.

14.09.2 Policy

This policy establishes the Department of Public Safety's position on the utility and management of social media and provides guidance on the use, administration and oversight of social media.

14.09.3 Definitions

- A. Authorized Users – Includes any employee responsible for use, administration, management, monitoring, and/or retention of social media, social media tools or web sites, and/or social media content, in the name of or on behalf of the Department.
- B. Social Media – A form of communication that consists of internet-based tools and platforms that increase and enhance the sharing of information. This form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users.
- C. Public Information – Information that may be of interest to the general public regarding policy, procedures or events involving the Department; or other newsworthy information that is not legally protected, does not unduly interfere with the mission of the Department, infringe upon the rights of a defendant, or compromise the legitimate safety and privacy interests of members, victims, witnesses or others.
- D. Page – The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.
- E. Post - Content an individual shares on a social media site or the act of publishing content on a site, including words, pictures, videos or links.
- F. Social Media Manager – The Department employee assigned to manage all Departmental social media sites.

14.09.4 Procedures

- A. Authorized Users

1. All social media accounts shall be created and maintained by the Director of Public Information or their designee.
 - a. Accounts shall only be created with the express permission of the Commissioner.
2. Only the Director of Public Information or their designee and the Social Media Manager shall have permission to publish content.
3. Only the Director of Public Information and Social Media Manager shall have permission to respond to comments on social media sites on behalf of the Department.
4. All posts made on behalf of the Department shall comply with state and federal laws, and Departmental policies.
5. Authorized users shall be provided a copy of the Department's social media policy and are required to acknowledge their understanding and acceptance via signature. Copies of signed acknowledgement will be maintained by the Social Media Manager.

B. Security

1. Passwords
 - a. All passwords to Departmental social media sites shall be changed quarterly, when a user is no longer authorized access, or when deemed necessary.
 - b. A list of individuals authorized to post on Departmental social media sites shall be maintained and updated by the Social Media Manager.
 - c. Passwords shall not be e-mailed. Passwords will be provided to authorized users verbally.
 - d. Authorized users shall maintain the utmost security of Departmental social media passwords. Authorized users shall notify the Social Media Manager if a password has been compromised.
2. No personal social media accounts shall be created using a Departmental email address, unless authorized by the Commissioner.

C. Comments / Feedback

1. All comments shall be moderated before they are public if the social media site allows pre-moderation (commenter comments, administrator/moderator of the tool reviews the comment and posts it publically).
2. Comments that are removed or not posted due to comment policy violations should be documented and maintained by the Social Media Manager.
3. The Department shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware that inappropriate posts are subject to removal, including but not limited to the following types of posting regardless of format (text, video, images, links, documents, etc.)

- a. Comments not topically related;
 - b. Profane or vulgar language or content;
 - c. Political views;
 - d. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation.
 - e. Sexual content or link to sexual content;
 - f. Solicitations of commerce;
 - g. Conduct or encouragement of illegal activity;
 - h. Information that may tend to compromise the safety or security of the public, law enforcement or public systems, and/or
 - i. Content that violates a legal ownership interest of any other party.
- 4. This policy will be located on the Department's webpage. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.
 - 5. The Department reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
 - 6. Authorized users participating in personal social networking discussions related to agency business matters shall indicate that viewpoints are personal and may not reflect agency opinion.

D. Content

- 1. Troop/Region Commanders and the Capitol Police Division Director are encouraged to notify the Social Media Manager of upcoming events within their Troop or Region so the appropriate post may be created and posted at the appropriate time.
- 2. Posts related to emergency situations shall be made as needed.