<table>
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<th>SUBJECT: DEPARTMENT USE OF SOCIAL MEDIA</th>
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<tbody>
<tr>
<td>PROPOSED: Jeffrey Lyons, Public Information Officer</td>
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<tr>
<td>Name/Title: Commissioners Office 271-5602</td>
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<td>DATED: 05/18/2018</td>
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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:

LYONS/lb
State of New Hampshire
Social Media Account Plan

Agency: New Hampshire Department of Corrections for the State of NH
Social Media Site: Insert name
Social Media Site URL: https://
Associated Email Address: feedback@doc.nh.gov
Point of Contact (name and email): Public Information Officer

☐ Identify who is responsible for establishing, reviewing, and posting content.
   Only the Public Information Officer (names) and the Social Media Manager (names) will be allowed to establish, review, and post new content.

☐ Account was created using an official State of New Hampshire email address obtained through DoIT.

☐ The agency’s Social Media designee(s) have read and understood the State of New Hampshire Work Related Social Media Policy.

☐ The agency’s “Rules of Engagement” regarding:
   1. that the use of obscene, threatening or harassing language is prohibited on the State’s social media sites
   2. 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
   3. 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 have been clearly posted on the site.

☐ Establish publishing standards that describe what can be published and what can’t be published.
   1. Press Releases,
   2. Official department announcements, will be published.
   3. Topics related to agency objectives and activities, items that identify to a specific target market and disseminate to the specified targets.
   4. Digital media that provides education to the public on corrections in order to build trust and positive views of the agency, as well as creating digital marketing tools to aid in the recruitment of staff to the Department of Corrections.
   5. Educational information for the public regarding the benefits of Corrections to the community to affirmatively develop positive relationships with the community.
☐ Establish a process to monitor the content on the agency’s social media site.

   The Public Information Officer will receive an email notification every time someone replies to a published post. They will review the reply for appropriateness.

☐ Establish a methodology regarding permission for posting intellectual property or photos not owned by the agency as well as the use of State owned photos showing recognizable people.

   All intellectual property (photos, articles, documents, etc.) not owned by the State of NH will require written (hardcopy or digital) permission before it can be used on any website (Social Media or otherwise). State owned photos depicting a recognizable person or persons as the main subject of the photo will not be used without permission from the individuals.

☐ Establish procedure for handling the removal of comments deemed as inappropriate and/or violate the agency’s “Rules of Engagement”.

   Approved designees will record the reply, as well as, the reason for removal in a Social Media logbook before using the “Delete” “Delete Reply” function.

☐ Social Media account is clearly branded as a State of New Hampshire (State seal) site and as being specific to a single agency/program/initiative (logo and/or text).

☐ The password used on the social media account follows (as best as possible) DoIT’s best practice for password creation including uniqueness (not used anywhere else), the use of at least 1 uppercase letter, 1 number, and 1 special character.

☐ Social Media designee(s) will be allowed to devote an appropriate number of work hours monitoring and updating the content of this site.

☐ Social Media designee(s) will be responsible for maintaining adequate knowledge and expertise in the use of this social media site.

☐ Social Media designee(s) will respect copyright, fair use and disclosure in the use of this site.

☐ Social Media designee(s) will protect confidentiality and personal information as outlined in State Privacy policy (https://www.nh.gov/disclaimer.html).

Authorized eSignature (Commissioner or designee)

   By typing your name you acknowledge that all the sections of this Social Media Plan are complete to the best of your knowledge.

   Helen E. Hanks
   Commissioner of New Hampshire Department of Corrections
Attachment #1

Please fill out this Plan and have it signed off on. Email the information (or a copy) to social.media@nh.gov. Keep the signed off document in your agency’s files in case it needs to be referenced.

Please note: The existing information already in this template is example content only and should be completely deleted upon completion of the Plan.
## NH Department of Corrections Social Media Tracking Log
### Reason for Removal of Public Comments

<table>
<thead>
<tr>
<th>Date</th>
<th>Social Media Platform</th>
<th>Description of Comment</th>
<th>Citation for removal</th>
<th>Staff</th>
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</thead>
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TITLE VI
PUBLIC OFFICERS AND EMPLOYEES

CHAPTER 98-E
PUBLIC EMPLOYEE FREEDOM OF EXPRESSION

Section 98-E:1

98-E:1 Freedom of Expression. – Notwithstanding any other rule or order to the contrary, a person employed as a public employee in any capacity shall have a full right to publicly discuss and give opinions as an individual on all matters concerning any government entity and its policies. It is the intention of this chapter to balance the rights of expression of the employee with the need of the employer to protect legitimate confidential records, communications, and proceedings.


Section 98-E:1-a

98-E:1-a Definition. – In this chapter, "public employee" includes any person employed by the state or any subdivision thereof, including, but not limited to counties, cities, towns, precincts, water districts, school districts, and school administrative units.


Section 98-E:2

98-E:2 Interference Prohibited. – No person shall interfere in any way with the right of freedom of speech, full criticism, or disclosure by any public employee.


Section 98-E:3

98-E:3 Confidential Records. – Nothing in this chapter shall suspend or affect any law relating to confidential and privileged records or communications. For the purposes of this chapter, confidential records and communications shall include communication or records relating to investigations for law enforcement purposes and collective bargaining proceedings.

Section 98-E:4

98-E:4 Employees' Remedies. –
I. A public employee may seek injunctive relief or maintain a civil action, or both, to recover damages for violation of this chapter in any court of competent jurisdiction by bench or jury trial.
II. If the public employee prevails, in addition to damages the court may allow the costs of the action and such attorney's fees as it finds to be reasonable to be paid by the defendant employer.
III. This chapter shall not alter or impair the rights of any person under a collective bargaining agreement or affect any other right or remedy provided in law.