

 <p><b>KENTUCKY CORRECTIONS</b> Policies and Procedures</p>	Policy Number	Total Pages
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References KRS 196.035 CPP 3.1, CPP 6.5	Subject	
	<b>SOCIAL MEDIA</b>	

## I. DEFINITION

"Social Media" means web-based technology that allows interactive dialogue and includes, but is not limited to, blogs, collaborative projects, content communities, and social networking sites, for example (but not limited to): Facebook, Twitter, YouTube, etc.

## II. POLICY and PROCEDURES

A. The Department of Corrections Communications Office maintains the Department's primary social media sites to provide a direct way to reach staff and the public, provide notification of professional development opportunities, assist with community outreach and engagement, assist with improving staff morale, assist in making time-sensitive notifications and provide an additional recruitment mechanism. The Communications Office oversees the:

1. Management, maintenance and administration of all official primary Kentucky Department of Corrections social networking sites;
2. Approval of any modifications to or expansions of the official primary Kentucky Department of Corrections social networking sites;
3. Monitoring of comments posted on official primary Kentucky Department of Corrections social networking sites;
4. Maintenance of social media usernames and passwords for all official primary Kentucky Department of Corrections social networking sites.

B. Any institution, division, branch, or office planning to establish a social media account representing the official business of the Kentucky Department of Corrections shall submit to the Communications Office a memorandum. The memorandum requesting the social media site must include the account to be established, state the social media account's purpose, extent of distribution and an estimate of any associated cost. The Communication Director shall review and receive approval from the appropriate Deputy Commissioner, and forward it,

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along with any recommendations, to the Commissioner. The Commissioner shall give final approval on all Kentucky Department of Corrections social media accounts.

- C. The Department's Communications Office shall provide the profile picture to be used on all social media networking sites maintained by the Department of Corrections. This photo shall include the official logo of the Department of Corrections along with the official stamp. All social media networking sites shall make the following reference: Commonwealth of Kentucky, Department of Corrections.
- D. All Kentucky Department of Corrections social networking sites shall:
1. Abide by CPP 3.1 Code of Ethics;
  2. Abide by CPP 6.5 Email and Internet Use;
  3. Ensure accurate dissemination of information without disruption to security or operational routines;
  4. Not utilize Kentucky Department of Corrections technology to access social media without prior authorization from an employee's direct supervisor;
  5. Not post, transmit, or otherwise disseminate confidential information, including photographs or videos, related to Kentucky Department of Corrections;
  6. Not post, transmit, or otherwise disseminate personal opinions, political views or provide/share social commentary;
  7. Not comment on litigation, legal matters or personnel or security issues;
  8. Provide standardized disclosure for users and visitors of social media that the intended purpose of the site is to serve as a mechanism for communication between the Department and the public and comments submitted are monitored and subject to removal if deemed inappropriate.
- E. For personal social media networking accounts or personal use of social media, refer to CPP 3.1 Code of Ethics/Social Media Use.