DEPARTMENT OF CORRECTIONS

Policy: 105.210
Title: Department Websites and Social Media
Effective Date: 6/19/18

PURPOSE: To administer the development and use of department websites and social media. The DOC maintains public websites and social media sites to promote department activities and programs and to educate and inform employees and public groups. The department communications office reviews and approves requests for new or modified websites and social media sites. The communications office maintains the websites' content to ensure consistency in all publications. The DOC's use of SharePoint environments, both intranet (iShare) and extranet (Forums), is governed by Policy 105.215, "SharePoint (Intranet/Extranet) Sites."

APPLICABILITY: Department-wide

DEFINITIONS:
Public website – the DOC website designed for dissemination of public department information.

Social media – websites hosted by a third-party that allow users to create online communities to share information, ideas, personal messages, and other content (such as videos, social networking, and blogging).

PROCEDURES:
A. DOC public website
1. All staff requests to add to or change the content of the DOC's public website must be submitted to the communications office. Requestors must indicate they have received the approval of the appropriate division head or office director.

2. All content must be submitted in electronic format.

3. The communications office reviews all submitted requests to ensure the requests meet department guidelines. The communications office may edit submitted materials.

4. Designing and formatting the content is the responsibility of the communications office.

5. Content, links, and graphic guidelines for DOC public websites
a) Content
(1) The type of content suitable for the public website is material that is regularly changed or distributed. The customer constituency for a specific division must be considered when preparing materials for the public website.
(2) The only content acceptable for dissemination on the website is public data (as defined by Minn. Stat. Chapter 13, "Data Practices").
(3) Content posted on the public website must:
(a) Further the mission and goals of the DOC;
(b) Not violate any existing state statutes, rules, or state/department policies;

(c) Not be used to defame, defraud, or cause embarrassment to any individual or group, or be used for any illegal activity;
(d) Not violate the privacy rights of others or violate any copyright, trademark, or license agreements; and
(e) Not be used to further the personal goals, financial goals, or political interests of any individual or organization.

(4) Content posted on the public website must, to the greatest extent possible, be free of professional or technical jargon and be understandable to the general public.
(a) Content must use plain language.
(b) Glossaries or other explanatory devices must be provided when the terminology may not be clear to the general public.

b) Links
(1) The communications office regularly reviews any links on the DOC public website to verify the continued appropriateness and ensure functionality.
(2) Links must be approved by the communications office.

c) Graphic guidelines
(1) The public website has a common appearance, structure, and navigational mechanism that extend across all of its web pages.
(2) The DOC public homepage determines the website's overall appearance and structure.

B. Timeliness and accuracy
1. The communications office reviews website content to ensure that the information is timely, accurate, and projects a positive image of the DOC.

2. The content must be free of grammatical and spelling errors.

3. Phone numbers and other time-sensitive data must be current.

C. Social media used by the DOC
1. The communications office has the sole discretion to allow for the creation and utilization of social media technology for the DOC.

2. The communications office removes any inappropriate posts.

D. Personal social media use
See DOC Policy 103.222, "Communication Outside the Department," for personal use, by a DOC employee, of social media sites.

E. Communications staff have exclusive access to passwords for social media and the DOC public website, documentation must be provided before special access granted. Documentation of access is retained in an electronic file.

F. External information products must not include offender names or offenders photographed in an identifiable manner.

G. Photos of DOC staff members on the external website or social media, whether taken by the communications department or submitted by staff, must be approved for use via a Staff Media

Release form (link attached) signed by the staff members depicted in the photo. Signed releases are retained electronically.

INTERNAL CONTROLS:

A. Documentation of access granted for social media and public websites is retained in an electronic file.

B. Signed staff photo/video releases are retained electronically.

ACA STANDARDS: 4-JCF-6G-02

REFERENCES: Minn. Stat. §§ 241.01, subd. 3b(4); 43A.38; 43A.39; and Chapter 13
Policy 105.215, "SharePoint (Intranet/Extranet) Sites"
Policy 103.210, "Electronic Communications"
Policy 103.222, "Communication Outside the Department"
Policy 103.220, "Personal Code of Conduct of Employees"
Policy 106.210, "Providing Access to and Protecting Government Data"
Minnesota Management and Budget, HR/LR Policy and Procedure #1423, "Appropriate Use of Electronic Communication and Technology"

REPLACES: Policy 105.210, "Department Web Sites and Social Media" 8/2/16.
All facility policies, memos, or other communications whether verbal, written, or transmitted by electronic means regarding this topic.

ATTACHMENTS: Staff Media Release Form (on iShare)

APPROVALS:
Deputy Commissioner, Facility Services
Deputy Commissioner, Community Services
Assistant Commissioner, Facility Services
Assistant Commissioner, Operations Support