



STATE OF WASHINGTON
DEPARTMENT OF CORRECTIONS

APPLICABILITY
DEPARTMENT WIDE

REVISION DATE
10/20/14

PAGE NUMBER
1 of 3

NUMBER
DOC 150.120

POLICY

TITLE

SOCIAL MEDIA

REVIEW/REVISION HISTORY:

Effective: 6/20/11
Revised: 10/20/14

SUMMARY OF REVISION/REVIEW:

I.A. - Adjusted approving authority
I.C. - Added language for clarification

APPROVED:

Signature on file

BERNARD WARNER, Secretary
Department of Corrections

9/10/14

Date Signed

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REFERENCES:

DOC 100.100 is hereby incorporated into this policy; [DOC 280.100 Acceptable Use of Technology](#); [DOC 800.010 Ethics](#); [Records Retention Schedule](#)

POLICY:

- I. The Department will establish a process for social media sites used for official business to provide Department information to employees, contract staff, volunteers, and the public.
- II. The Department defines social media as various activities that integrate technology and content creation (e.g., Facebook, Twitter, YouTube). It is a collaboration of individuals creating, organizing, editing, commenting, combining, and sharing web content.

DIRECTIVE:

- I. General Guidelines
 - A. Any form of social media representing the Department must have prior approval by the Chief of Staff.
 - B. Employees, contract staff, and volunteers will refer to DOC 280.100 Acceptable Use of Technology for appropriate use of social media sites.
 1. Content will not contain vulgar, offensive, threatening, or harassing language.
 - C. Documentation from each social media site will be retained by the requester following the Records Retention Schedule, using available electronic and/or hard copy methods.
 - D. Social media sites will not be used for personal or political purposes per DOC 800.010 Ethics.
- II. Responsibilities
 - A. The Communications Director will designate a Communications Consultant to work with employees on approved social media sites.
 - B. The Communications Consultant will work with employees to create and maintain the social media site. All significant changes will be discussed with the Communications Consultant before implementation. The Communications Consultant will periodically review the site for compliance.

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III. Requests

- A. The requester will complete DOC 05-817 Social Media Service Request and forward to the appropriate Appointing Authority. If the Appointing Authority concurs with the request, s/he will forward the signed request to the appropriate Assistant Secretary for final review/approval.
- B. If approved, the Communications Director/designee will notify the requester of the approval using DOC 05-817 Social Media Service Request.
 1. The Communications Consultant will provide an orientation with the requester, which will include, but not be limited to:
 - a. Site regulations and rules,
 - b. Expectations,
 - c. Records retention rules, and
 - d. Content guidelines.
- C. If denied, the Communications Director/designee will notify the requester using DOC 05-817 Social Media Service Request with an explanation of denial.

DEFINITIONS:

Words/terms appearing in this policy may be defined in the glossary section of the Policy Manual.

ATTACHMENTS:

None

DOC FORMS:

[DOC 05-817 Social Media Service Request](#)