

South Carolina Department of Public Safety



Office of the Director

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POLICY	200.38
EFFECTIVE DATE	MAY 16, 2014
DATE OF ORIGATION	MAY 16, 2014
SUBJECT	SOCIAL MEDIA
APPLICABLE STATUTES	N/A
APPLICABLE STANDARDS	N/A
FORMS	N/A
DISTRIBUTION	TO ALL EMPLOYEES

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I. PURPOSE

To provide guidelines for South Carolina Department of Public Safety's (SCDPS or "department") employees as it relates to the use of Social Media.

II. POLICY

This policy sets forth guidelines for the appropriate use of Social Media outlets by SCDPS employees. The policy includes guidance to prevent the potential disclosure of confidential information, misrepresentation of SCDPS, unprofessional conduct or language, slandering the department, conveying or accepting endorsements on behalf of the department, and any other actions that represent SCDPS in a manner not pre-approved by without the director or designee.

III. DEFINITIONS

For the purpose of this policy, the following definitions apply:

Social Media - an electronic form of communication (e.g., social networking, multi-media, blogs, micro-blogs, wikis) in which participants share information, ideas, and personal viewpoints, via online communities.

Forms of social media include but are not limited to the following:

- A. Social networking and multi-media websites (e.g., Facebook, YouTube)
- B. Blogs and micro-blogging websites (e.g., Twitter)
- C. Wikis (e.g., Wikipedia) - a website in which the content can be manipulated or changed by its viewers.

IV. GENERAL PROVISIONS REGARDING OFFICIAL SCDPS SOCIAL MEDIA ACCOUNTS

- A. Social media accounts will only be utilized on behalf of SCDPS when authorized by the director or designee. Only authorized SCDPS personnel may create social media posts to the SCDPS social media accounts.
- B. SCDPS reserves the right to restrict or remove any content from its authorized social media accounts that is deemed to be in violation of this policy or any applicable law.
- C. Additional SCDPS social media accounts may not be created without the consent of the director or designee.

V. EMPLOYEE GUIDELINES

All SCDPS employees who opt to participate in social media, whether for personal leisure or for SCDPS business purposes, shall adhere to the following:

- A. Employees shall not post information on personal accounts relating to the internal business affairs of SCDPS (financial reports, law enforcement/investigative matters, traffic collision details, or other work products).
- B. Employees shall not make comments or distribute posts via social media representing their personal viewpoints as the official viewpoint/position of SCDPS.
- C. Employees are prohibited from posting, transmitting and/or disseminating on personal or authorized social media outlets any photographs, video or audio recordings that specifically identify internal SCDPS business affairs.
- D. Employees shall refrain from posting materials or comments that may be considered inappropriate, offensive, demeaning, or threatening to the public, present or past co-workers, vendors, contractors, or any other affiliates of SCDPS.
- E. Employees shall notify management of any content appearing on social media accounts that may be considered detrimental to the business of SCDPS or degrading to any of its employees,.
- F. Unless pre-approved by the director or designee, SCDPS employees will not use the emblems, logos, seals, and/or credentialing of the agency via personal social media accounts to endorse, promote, or advertise on behalf of SCDPS for any personal financial interest or gain.

- G. Employees authorized to post or make comments about SCDPS on official social media accounts will not endorse, promote, or advertise on behalf of SCDPS for any personal financial interest or gain. Authorized employees posting or making such comments shall ensure the information contained therein is accurate and honest.
- H. Employees are permitted to disseminate via personal social media accounts any photograph(s) associated with agency-affiliated events, public recognitions, community outreach initiatives, or any event related to the department's mission. The photograph(s) should be appropriate and in accordance with SCDPS Policy 100.12 (Code of Ethics).
- I. All SCDPS employees shall be responsible for the content of any social media account(s) maintained or used by them under their name or an alias, including shared accounts.
- J. Employees are encouraged to seek the guidance of supervisors regarding any posting that may adversely reflect upon either SCDPS or the professionalism or integrity of any department employee(s).

VI. DISCIPLINARY ACTION

Disciplinary action shall be taken in accordance with SCDPS Policy 400.08 (Disciplinary Action) up to and including termination for any violations of this policy.

