



# Illinois Department of Corrections

## Administrative Directive

Number: <b>01.02.400</b>	Title: <b>Department Use of Social Media</b>	Effective: <b>7/1/2020</b>
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<b>Authorized by:</b>	<i>[Original Authorized Copy on File]</i> <b>Rob Jeffreys</b> Acting Director
<b>Supersedes:</b>	01.02.400 effective 11/1/2019

<b>Authority:</b> 730 ILCS 5/3-2-2 820 ILCS 55/10	<b>Related ACA Standards:</b> 5-ACI-1A-22, 5-ACI-1C-09, 23, 5-ACI-1D-10, 12, 13, 17, 5-ACI-1F-02, 5-ACI-6C-03
<b>Referenced Policies:</b>	<b>Referenced Forms:</b>

### I. POLICY

The Department shall establish standards for employees' proper use and management of social media platforms for the Department.

### II. PROCEDURE

#### A. Purpose

The purpose of this directive is to provide information and guidance for authorized employees in the use of social media platforms and other sites and services that permit users to share information with others.

#### B. Applicability

This directive is applicable to all correctional facilities, offices, programs and parole services within the Department.

#### C. Facility Reviews

A facility review of this directive shall be conducted at least annually.

#### D. Designees

Individuals specified in this directive may delegate stated responsibilities to another person or persons unless otherwise directed.

#### E. Definitions

Employee/Staff – any person employed by the Department as a full-time, part-time, conditional, temporary or contractual employee.

Post (noun) – an item inserted in a blog, or an entry to any type of social media platform.

Post (verb) – the act of creating, uploading, editing or adding information to any social media platform. This shall include, but not be limited to, text, photographs, audio, video or any other multimedia file.

Social Media Platform – any electronic communication (such as personal websites and outlets for social networking and microblogging) through which participants utilize online communities to share information, ideas, personal messages and other content through any electronic format including, but not limited to, text, video, photographs, digital documents, audio and other multimedia files. Examples of social media outlets include, but are not limited to: Facebook, Instagram, LinkedIn, Reddit, Tumblr, Twitter, WhatsApp and YouTube.

	Illinois Department of Corrections <b>Administrative Directive</b>	Page 2 of 4
Number: 01.02.400	Title: Department Use of Social Media	Effective: 7/1/2020

**F. General Provisions**

1. All employees shall be informed of the provisions of this directive and the directive shall be accessible to all employees.
2. The Public Information Officer (PIO) shall be responsible for any terms of use or service agreements agreed to when creating social media accounts and confirming decisions regarding all official Department social media platforms.
3. Subject to the above, an authorized user may use social media in furtherance of the Department's communication strategy with approval from the Director or the PIO.

**G. Requirements**

1. Agency Use of Social Media
  - a. All Department social media sites or pages shall be approved by the Director and the PIO.
  - b. Each Department social media page shall include a statement that clearly specifies the purpose and the scope of the agency's presence on the website.
  - c. Social media pages shall link to the Department's website.
  - d. Social media pages shall clearly indicate they are maintained by the Department and shall have the Department's logo and contact information prominently displayed.
  - e. Social media content shall adhere to applicable laws, regulations and policies, including all those related to information technology, records management and e-discovery.
2. The Department may establish social media sites for the purposes of:
  - a. Disseminating news and information on services, programs and events.
  - b. Enhancing outreach.
  - c. Posting and viewing content for research, communication and information exchange related to the Department's mission or work tasks.
  - d. Posting and viewing content for information exchange about agency programs and services.
  - e. Communicating and exchanging information for professional development and to maintain current training or education.
3. The Department is prohibited from using social media platforms for the following:
  - a. Any purpose that violates federal or District government laws, codes or policies, standards or procedures.
  - b. Advertising or promoting a private business enterprise or activity.
  - c. Access to or distribution of pornography, fraudulent information, harassing material, racially discriminatory, disparaging or harassing information (in

	Illinois Department of Corrections <b>Administrative Directive</b>	Page <b>3</b> of <b>4</b>
Number: 01.02.400	Title: Department Use of Social Media	Effective: 7/1/2020

violation of Department sexual harassment policy) and hate related information or opinions.

- d. Transmission of statements that contain profane language, pander to bigotry, sexism or other forms of prohibited discrimination, or can in any way be construed as intending to harass or threaten another individual.
  - e. Dissemination of sensitive information that would reflect negatively on or damage the public image of the Department.
4. The Department's PIO shall:
- a. Oversee and facilitate all public information shared via social media platforms for the Department;
  - b. Approve all established social media platforms and ensure authorized platforms are monitored for inappropriate content. Inappropriate content includes, but is not limited to, statements, photographs, video or audio that:
    - 1. Contains obscene or lewd material;
    - 2. May incite violence or promote illegal activities;
    - 3. May be viewed as harassing, threatening or bullying;
    - 4. Discloses confidential, privacy or security-related information of the Department; or
    - 5. Constitutes discrimination, harassment, or that contributes to the creation of a hostile work environment based on a person's race, gender, disability, religion, ethnicity, age, color or any other status protected by law, regulation, rule or policy.
  - c. Supervise staff authorized to maintain official Department social media platforms;
  - d. Refrain from posting comments on litigation, investigations, legal matters, personnel or security issues; and
  - e. Refrain from posting pictures of offenders or employees without their consent.
5. Employees authorized to post on social media platforms to represent the Department in an official capacity shall:
- a. Be approved in writing by the PIO for a specified period of time and are subject to renewal by the PIO.
  - b. Use only approved social media platforms.
  - c. Refrain from comments on litigation, investigations, legal matters, personnel or security issues.
  - d. At no time disclose confidential or security related information.

	Illinois Department of Corrections <b>Administrative Directive</b>	Page <b>4</b> of <b>4</b>
Number: 01.02.400	Title: Department Use of Social Media	Effective: 7/1/2020

- e. Be mindful of copyrights and emblems of third parties and potential invasions of privacy including, but not limited to, posting the pictures of offenders or employees without their consent.
  - f. Refrain from posting items that discredit the Department or his or her position as a public servant.
  - g. Follow the Department's policies, procedures and regulations.
6. Personnel found violating the provisions of this directive may face discipline up to, and including, discharge.
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