

GEORGIA DEPARTMENT OF JUVENILE JUSTICE	Transmittal # 17-14	Policy # 6.6
Applicability: {x} All DJJ Staff { } Administration { } Community Services { } Secure Facilities	Related Standards & References: O.C.G.A. § 16-11-64.3 DJJ 1.8, 3.10	
Chapter 6: INFORMATION TECHNOLOGY	Effective Date: 12/15/17 Scheduled Review Date: 12/15/18	
Subject: SOCIAL MEDIA	Replaces: 11/22/16 Administrative Services Division	
Attachments: None	APPROVED:  <hr/> Avery D. Niles, Commissioner	

I. POLICY:

The Department of Juvenile Justice (DJJ) encourages the use of social media technologies to enhance communication, collaboration and information exchange in support of DJJ’s mission. By openly sharing knowledge, best practices and lessons learned within the agency we can provide more effective solutions to enhance excellence.

The use of social media technology follows the same standards of professional practice and conduct associated with everything else we do. Employees shall ensure that activities at work or outside of work adhere to the highest moral and ethical standards.

II. DEFINITIONS:

Social Media: The collective online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media enables users to create and share content or to participate in social networking. Examples of social media include blogs, wikis, Facebook and Twitter accounts, etc.

Social Network: A network of friends, colleagues and/or other personal contacts using a dedicated website or other application to communicate with each other by posting information, comments, messages, images, videos, etc.

Blog: A discussion or informational site published on the World Wide Web. A blog is usually the work of one person but in some cases can involve a group discussing one or multiple topics.

Website or Webpage: A location connected to the Internet that maintains one or more pages on the World Wide Web. A website or webpage contains several individual or organization-related webpages and data files accessible through a browser.

Application: A program or piece of software designed to fulfill a particular purpose.

Information Technology Resources: These resources include desktop, laptop and handheld computers and tablets, jump/flash drives, printers used on Department computers, scanners,

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data networks and servers, Internet, e-mail, numerous applications and software programs, smart cellular telephones, two-way radios, Guard Plus, and electronic and video communications.

III. PROCEDURES:

- A. Employees (including DJJ staff, vendors, contractors, volunteers, etc.) will adhere to the DJJ Standards of Conduct and Ethics (DJJ 3.10, Standards of Conduct and Ethics) while using social media for both official and personal purposes.
- B. The DJJ Office of Communications shall establish and govern operating procedures, guidelines and responsibilities regarding employee use of social media web sites.
- C. DJJ employees shall not post, transmit or otherwise disseminate any information which they have access to as a result of their employment with DJJ without written permission from the Commissioner, Assistant Commissioner, Division Deputy Commissioner or Administrative Section Head.
- D. Official Use of Social Media:
 - a. DJJ has active social media accounts such as YouTube, Twitter and Facebook. If staff is conducting official DJJ business, use of any of the official websites is permitted. Be sure to use DJJ email address (not personal email).
 - b. Employees representing DJJ via DJJ-sponsored social media outlets in an official capacity shall abide by DJJ 1.8, Public Information.
 - c. Employees will not speak on behalf of DJJ unless specifically authorized to do so. (See DJJ 1.8, Public Information.) Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. As a DJJ employee, staff is creating perceptions about the agency when they use social media. Ensure that all content associated with social media posts reflect the values and professional standards of DJJ.
 - d. An employee shall not represent that DJJ endorses his/her personal opinion.
 - e. All photographs, audio or video recorded, collected, captured, or stored by an employee during an employee's tour of duty, which is related to any official business of DJJ and/or in the course of the employee's duty, is the property of DJJ whether the employee utilizes departmental equipment or equipment owned by the employee or another person.
- E. Personal Use of Social Media:
 - a. DJJ reserves the right to access personal social networking sites of employees (O.C.G.A. §16-11-64.3). Employees should be aware that the content of these social networking sites can be subpoenaed and used in criminal and civil trials involving the employee or other individuals.

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- b. Employees are free to express themselves as private citizens on social media to the extent that their posts do not negatively impact their work or their working relationships at DJJ. Loyalty and confidentiality are important and use of social media must not interfere with the performance of duties, impair discipline and harmony among coworkers, or negatively affect the public perception of DJJ.
 - c. As public employees, DJJ personnel are cautioned that use of social media at work or away from work is not protected speech under the First Amendment and may form the basis for discipline if it is harmful to DJJ. Employees should always assume that their activity on social media sites will reflect upon their employment with DJJ as well as the image of DJJ.
 - d. Employees shall not post any material that is violent, sexually explicit, racially or ethnically derogatory, discredits or tarnishes the image of DJJ, co-workers and other individuals, the State of Georgia or the community.
 - e. A posting by a DJJ staff member must not show bias or be derogatory to any race, religion, gender or other protected class. This restriction shall not prohibit the posting of material that is legitimate public speech involving a matter of genuine public concern.
 - f. Employees shall not post or release photographs, video images, audio files or text documents that relate to specific DJJ case sensitive work activities, incident scenes, photos depicting potential evidence, reports, etc.
- F. While on the clock, employees are prohibited from accessing social networking sites from DJJ-owned computers, laptops or equipment or posting on social networking sites using personal devices except if it is part of their official job duties.
- G. Employees will not promote any product, opinion, cause or political candidate on social media while on the clock or with any DJJ resources.
- H. Any employee that violates this policy will be held accountable and personally liable for his/her actions. Disciplinary action for such violations will be up to and including termination.

IV. LOCAL OPERATING PROCEDURES REQUIRED: NO