



**STATE OF MONTANA  
DEPARTMENT OF CORRECTIONS  
POLICY DIRECTIVE**

Policy No. DOC 1.1.15	Subject: <b>SOCIAL MEDIA</b>
Chapter 1: ADMINISTRATION AND MANAGEMENT	Page 1 of 3
Section 1: General Administration	Effective Date: 03/26/12
Signature: /s/ Mike Batista, Director	Revised: 06/24/2016

**I. POLICY**

The Montana Department of Corrections utilizes controlled use of social media to improve communication with staff, crime victims, and the public, to increase the Department’s transparency, and expand accessibility of the Department and its services to offenders, staff, and the public.

**II. APPLICABILITY**

All divisions, facilities, and programs Department-owned and contracted, as specified in contract.

**III. DEFINITIONS**

**Protected Personal Information (PPI)** – A person’s social security number; or a person’s first name or first initial and last name combined with any of the following: a social security number, tax ID number, driver’s license number, state issued ID number pursuant to *61-12-501, MCA*, a tribal ID or enrollment number, ID number issued by any state, district, or territory of the United States, a bank account number, or credit or debit card number in combination with a security code, access code, or password that would permit access to a financial account.

**Social Media** – Web-based technology that allows interactive dialogue and includes, but is not limited to, blogs, collaborative projects, content communities, and social networking sites.

**IV. DEPARTMENT DIRECTIVES**

**A. General Requirements**

1. The Department will use social media to achieve the following goals:
  - a. enhance public safety through fast and efficient communication to the public upon identification of a threat to safety;
  - b. provide professional development opportunities through staff access to training;
  - c. expand department Human Resource processes including employment opportunities for department positions and communications with department employees;
  - d. allow for collaboration with community-based service providers to reintegrate offenders more successfully into the community and provide links to services such as housing, hiring, or treatment opportunities; and
  - e. promote inmate training, programs, products and services.
2. The Department director, or designee, will:
  - a. approve, create, and maintain social media utilized by the Department that officially represent the Department;
  - b. approve any modification or expansion of utilized social media sites prior to implementation; and

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- c. moderate comments submitted and will not post comments that meet the following criteria:
  - 1) contain obscene language, personal attacks of any kind, or offensive terms that target specific individuals or groups; or
  - 2) unsupported accusations.
3. Users and visitors to social media sites will be notified that the intended purpose of the site is to serve as a mechanism for communication between the Department and members of the public.
4. Wherever possible, content posted by Department staff on social media sites will contain links directing users back to the Department's official website cor.mt.gov for in-depth information, forms, documents, or online services.

#### **B. Department Employee Use of Social Media**

1. When accessing Department-authorized social media sites while on-duty, Department employees will use an established personal profile registered with a personal email address and will comply with applicable Department policies and procedures including *DOC Policies 1.3.2 Performance and Conduct* and *1.7.9 Acceptable Use of IT Resources*.
2. Employee utilizing social media sites for training purposes will comply with *DOC Policy 1.4.1 Staff Development and Training*.
3. Content contributed to social media by Department employees may not:
  - a. claim to represent the Department or its policies; or
  - b. disclose personal protected information regarding staff, the public, or offenders under Department supervision.

#### **C. Consent for Posting Images on Social Media**

1. Department employees will not be photographed or filmed in a manner that allows individual identification without the employee's written consent. On each occasion an employee is filmed or photographed for social media, the employee must sign the [Media Consent Form for Employees](#).
2. Offenders will not be photographed or filmed in a manner that allows individual identification without the offender's written consent. On each occasion an offender is filmed or photographed for social media, the offender must sign the [Interview/Photo/Video Publication and Media Consent](#) form.

### **V. CLOSING**

Questions regarding this policy should be directed to the Department communications director or Human Resources director.

### **VI. REFERENCES**

- A. 53-1-203, MCA; 61-12-501, MCA
- B. *DOC Policies 1.3.2 Performance and Conduct; 1.4.1 Staff Development and Training; 1.7.9 Acceptable Use of IT Resources*

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**VII. ATTACHMENTS**

[Interview/Photo/Video Publication and Media Consent  
Media Consent Form for Employees](#)