



POLICY DIRECTIVE

Policy:	DOC 1.1.15 SOCIAL MEDIA
Effective Date:	03/16/2012 Page 1 of 2
Revision Date(s):	06/24/2016; 04/24/2026
Signature/Title:	/s/ Eric Strauss, Director

I. POLICY

The Department utilizes controlled use of social media to improve communication with staff, crime victims, and the public, to increase the Department's transparency, and to 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 (see Glossary)

IV. REQUIREMENTS

A. General Requirements

1. The Department will use social media to achieve the following goals:
 - a. enhance public safety through rapid 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 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
 - c. moderate comments submitted and 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 1.3.2 Performance and Conduct*.
2. Employees utilizing social media sites for training purposes will comply with *DOC 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 about this policy should be directed to the Department Communications Director or Human Resources.

VI. REFERENCES

- A. 53-1-203, MCA; 61-12-501, MCA
- B. *DOC 1.3.2 Performance and Conduct; DOC 1.4.1 Staff Development and Training*

VII. FORMS

*Interview/Photo/Video Publication and Media Consent
Media Consent Form for Employees*