

FTHRA

Social Media Use and Internet Posting Policy

APPLICABILITY

This policy applies to every employee, whether part-time or full-time, currently employed by First Tennessee Human Resource Agency (FTHRA) in any capacity who posts any material whether written, audio, video or otherwise on any website, blog or any other medium accessible via the internet.

For purposes of this policy social media is content created by individuals using accessible and scalable technologies through the internet. Examples include: Facebook, blogs, MySpace, RSS, YouTube, Second Life, Twitter, LinkedIn, Google Wave, Instagram, etc.

AGENCY-OWNED OR CREATED SOCIAL MEDIA

The agency maintains an online presence. An employee may not characterize him or herself as representing the agency, directly or indirectly, in any online posting unless pursuant to a written policy of the agency or the direction of a supervisor.

All agency social media sites directly or indirectly representing to be an official statement of the agency must be created pursuant to this policy and be approved by FTHRA's Executive Director.

The agency's primary and predominant internet presence shall remain www.fthra.org and no other web site, blog, or social media site shall characterize itself as such.

Administrative staff assigned by the Executive Director are responsible for the content and upkeep of any social media sites created pursuant to the policy.

Whenever possible, a social media site shall link or otherwise refer visitors to the agency's main website.

In addition to this policy, all social media sites shall comply with any and every other applicable agency policy including but not limited to:

- Open Records Policy
- Internet Use Policy
- IT Security Policy
- Ethics Policy
- Records Retention Policy

A social media site is subject to Tennessee's Public Records Act (T.C.A. § 10-7-101, *et seq.*) and Open Meetings Act (T.C.A. § 8-44-101, *et seq.*) and no social media site shall be used to circumvent or otherwise in violation of these laws. All information posted on social media site shall be a public record and subject to public inspection. All lawful records requests for information contained on social media site shall be preserved in accordance with the agency's records retention schedule.

A social media site shall also contain a clear and conspicuous statement that the purpose of the site is to serve as a mechanism for communication between the agency and its constituents and that all postings are subject to review and deletion by the agency. The following content is not allowed and will be immediately removed and may be subject the poster to banishment from all agency social media sites:

1. Comments not topically related to the particular social medium article being commented upon;
2. Comments in support of or opposition to political campaigns or ballot measures;
3. Profane language or content;
4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
5. Sexual content or links to sexual content;
6. Solicitations of commerce;
7. Conduct or encouragement of illegal activity;
8. Information that may tend to compromise the safety or security of the public or public systems;
or
9. Content that violates a legal ownership interest of any other party.

The agency will approach the use of social media tools, software, hardware and applications in a consistent, agency-wide manner. All new tools, software, hardware and applications must be approved by the Executive Director and/or the Operations Director.

Administration of agency social media sites:

Persons assigned to maintaining the social media sites will:

- Maintain a list of social media tools which are approved for use by agency departments and staff;
- Maintain a list of all agency social media sites, including login and password information;
- Be informed of any new social media sites or administrative changes to existing sites by employees and officials;
- Must be able to immediately edit or remove content from social media sites;
- Will develop and adopt documentation for each social media tool approved for use by the agency:
 - Operational and use guidelines
 - Standards and processes for managing accounts on social media sites
 - Agency and departmental branding standards

- Enterprise-wide design standards
- Standards for the administration of social media sites

NON-AGENCY SOCIAL MEDIA SITES

An employee may not characterize him or herself as representing the agency, directly or indirectly, in any online posting unless pursuant to written policy of the agency or the direction of a supervisor.

The use of an agency e-mail address, job title, official Agency name, seal or logo shall be deemed an attempt to represent the agency in an official capacity. Other communications leading an average viewer to conclude that a posting was made in an official capacity shall also be deemed an attempt to represent the agency in an official capacity.

Programs have the option of allowing employees to participate in existing social networking sites as part of their job duties. Program heads may allow or disallow employee participation in any social media activities in their department.

Any postings on a non-agency social media site made in an official capacity shall be subject to the Tennessee Open Records Act and the Tennessee Open Meetings Act.

An employee or official posting on a social media site shall take reasonable care not to disclose any confidential information in any posting.

When posting in a non-official capacity an employee or official shall take reasonable care not to identify themselves as an official or employee of the agency. When the identity of an employee or official posting on a non-agency social media site is apparent, the employee or official shall clearly state that he or she is posting in a private capacity.

Adopted August 2016.