

Office of the State Public Defender

Administrative Policies

Subject: **Social Media Policy**
Title
Section:
Effective Date: **01/05/2022**

Policy No.: **240**
Pages: **5**
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1.0 PURPOSE

The sole purpose of Montana Office of State Public Defender's (OPD) use of social media is to provide information to the public and to engage the public in civil dialogue to reach a broader audience and more effectively and efficiently carry out our mission. OPD encourages the use of social media sites to enhance transparency, communication, and collaboration of information to the public.

2.0 DEFINITIONS

2.1 Social media or social media platform: internet-based technologies that allow a network of users to create, consume, comment on, and share content. Prominent examples include Facebook, Twitter, Instagram, LinkedIn, YouTube, and Snapchat.

2.2 Social media activity or actions: The creation, promotion, or sharing of online content to, in or on a social media platform.

2.3 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.

3.0 POLICY

3.1 General Requirements:

3.1.1 The Agency will use social media to achieve the following goals:

3.1.1.1 Enhance public knowledge of the workings of the OPD.

3.1.1.2 Expand Human Resources processes including employment opportunities for agency positions and communication with agency employees.

3.1.1.3 Allow for collaboration with community-based service providers to promote the mission and vision of OPD including improving client outcomes and achieving a more fair and balanced justice system.

3.1.2 The Agency director, or designee, will:

3.1.2.1 Approve, create, and maintain social media accounts and content utilized by the Agency that officially represents the Agency. The Agency is subject to creating content that meets expectations of section 3.1.2.4.

3.1.2.2 Be the only official social media voice of the agency and no other employee should engage in social media on behalf of the agency unless explicitly authorized to so by the director.

3.1.2.3 Approve any modification or expansion of utilized social media accounts prior to implementation; and

3.1.2.4 Monitor and moderate, though not edit directly, comments posted by the public and hide comments meeting any of the following criteria:

- Contains obscene language or imagery
- Personal attacks of any kind, or offensive terms that target specific individuals or groups including threats or 'fighting words'
- Defamation including potentially libelous statements
- Partisan political views
- Promotion of, or opposition of, any political candidate for election to a political office
- Copyrighted or plagiarized material
- Comments totally unrelated to the content posted and/or hyperlinks to material that is not directly related to the discussion
- Commercial solicitations, promotions, or spam
- Malicious or harmful software
- 'Trolling' or 'robo spam' comments posted by automatic software programs i.e. 'social bots'
- Any content including links to websites or materials which violate any of the above criteria

3.1.2.5 Users and visitors to social media sites will be notified the intended purpose of the site is to serve as a mechanism for communication between the Agency and members of the public. Wherever possible, content posted by Agency staff on social media sites will contain links directing users to the Agency's official website: opd.mt.gov.

3.2 Employee Social Media Usage:

3.2.1 When accessing Agency-authorized social media sites, OPD employees will use personal profiles registered with a personal email address and will comply with content expectations listed in this policy.

3.2.2 Content contributed to social media by OPD employees may not claim to represent the Agency or its policies; or disclose personal protected information regarding staff, the public, or clients of the Agency.

3.3 Consent for Posting Images on Social Media:

3.3.1 Agency postings will not include employees photographed or filmed in a manner that allows individual identification without the employee's written consent provided on the Photo, Video, and Audio Consent and Release Form for Agency Social Media (attachment A).

3.3.2 Agency postings will not include clients photographed or filmed in a manner that allows individual identification without the clients written consent. On each occasion a client is filmed or photographed for social media, the client must sign the Photo, Video, and Audio Consent and Release Form for Agency Social Media (attachment B).

4.0 CLOSING

Questions about this policy should be directed to:

Office of State Public Defender
Human Resources Office
17 W. Galena
Butte, MT 59701

**Photo, Video, and Audio Consent and Release Form
for Agency Approved Social Media**

Office of State Public Defender

Without expectation of compensation or other remuneration, now or in the future, I hereby give my consent to The Montana State Office of Public Defender (OPD) to use my image, video recording and/ or audio recordings to create content for Agency approved social media sites. This consent includes:

- (a) Permission to interview, film, photograph, or otherwise make video reproduction of me and/ or my voice;
- (b) Permission to use my name; and
- (c) Permission to use quotes from interviews, film, photographs, or reproductions of me, and or recordings of my voice, in part or in whole, in its content creation for social media platforms.

This consent is given in perpetuity and does not require prior approval before posting if this release is in effect.

Employee Signature

Date

Employee Name

This form must be signed and returned to:

Office of State Public Defender

Directors Office

17 W. Galena
Butte, MT 59701

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- (b) Permission to use my name; and
- (c) Permission to use quotes from interviews, film, photographs, or reproductions of me, and or recordings of my voice, in part or in whole, in its content creation for social media platforms.

This consent expires one year from the date signed, or sooner if requested by the client via writing submitted to OPD's Human Resources at the address listed below.

Client Signature

Date

Client Name

This form must be signed and returned to:

Office of State Public Defender
Human Resources Office
17 W. Galena
Butte, MT 59701