

State of Iowa Department of Corrections

Policy and Procedures

Policy Number: AD-GA-19
Applicability: Institutions, CBC, Central Office, IPI
Policy Code: Public Access
Iowa Code Reference 904.602
Chapter: Administration and Management
Sub Chapter: General Administration
Related DOC Policies: AD-PR-29
Administrative Code Reference: NA
Subject: Public Website & Social Media Sites
PREA Standards: NA
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Authority:

1. PURPOSE

To provide guidelines for Iowa Department of Corrections (IDOC) public websites and social media sites development, administration and use.

2. POLICY

The Iowa Department of Corrections (IDOC) maintains public websites and social media sites for official business to provide Department information to employees, contract staff, volunteers and the public. The sites are intended to be part of an integrated communication strategy. The use of these sites are intended to augment communication to the public, not to replace other forms of communication.

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3. DEFINITIONS

- A. Confidential\Sensitive Data - Data identified as confidential according to IDOC Policy **AD-PR-29**, *Confidentiality of Information* and **Iowa Code Sections 904.602**.
- B. Public Website – The IDOC website designed for dissemination of public Department information.
- C. Social Media - A group of Internet-based applications that build on the technological foundations of Web 2.0, which allows the creation and exchange of user-generated and interactive content. An online means of communication that are used by groups of people to share information and to develop social and professional contacts.
- D. Social Networking - The use of web-based tools to interact with other people through text, images, or sound. Some common social networking tools are Digg, Facebook, Flickr, LinkedIn, YouTube and Twitter. The terms social networking and social media are interchangeable in this policy.
- E. Websites – A set of interconnected webpages, usually including a homepage and prepared/maintained as a collection of information by a person, group or organization.

4. PROCEDURES

- A. State of Iowa Compliance

All IDOC employees shall comply with the State of Iowa Social Media Policy, from the State Employee Handbook, Appendix F (**AD-GA-19 Attachment A**).

- B. IDOC General Guidelines

1. All requests to add or change the content of the IDOC's public website must be approved by the IDOC Director/Designee.
2. Any form of social media representing the Department must have prior approval by the IDOC Director/Designee.
3. Content posted on the IDOC public website or social media sites shall:
 - a. Further the mission and goals of the IDOC;

- b. Not violate any existing state statutes, rules or state/department policies;
- c. Not use to defame, defraud, or cause embarrassment to any individual or group, or be used for any illegal activity;
- d. Not violate the privacy rights of others or violate copyright, trademark and license agreements;
- e. Not further any personal goals or political interest of any individual or organization; and
- f. Not contain vulgar, offensive, threatening or harassing language.

C. Website and Social Media Oversight

- 1. The IDOC Public Information Officer (PIO) shall be responsible for general oversight of IDOC Web and Social Media sites to include, but not limited to:
 - a. Monitoring site content or pages on a regular basis and take prompt corrective action when an issue arises that places, or has the potential to place, IDOC at risk.
 - b. Ensuring information is timely, accurate and projects a positive image of the IDOC.
 - c. Ensuring the content is free of grammatical and spelling errors.
 - d. Ensuring data is current.
 - e. Ensuring that all communication is factual and timely.
 - f. Ensuring that confidential\sensitive information is not posted. Failure to manage and protect confidential information correctly may result in legal action, damage to IDOC reputation, lost productivity and other detrimental effects.
 - g. Ensuring the appropriate permissions and authorizations have been received regarding postings.

- h. Ensuring that a consistent message is being communicated by all DOC web and social media sites.
2. Only the IDOC PIO or individual designated by the IDOC Director is permitted to make an official response on behalf of IDOC on the Official Department Social Media page. Any concerns should be directed to the IDOC PIO.
 3. The IDOC PIO or individual designated by the IDOC Director is the only person authorized to remove posts from the Official Department Social Media page.
 4. Institutions/Community-Based Corrections
 - a. An approved employee at each institution/district, as appointed by the Warden/District Director, may be allowed to send updates and pictures for the IDOC web and social media sites to the department designee for approval.
 - b. These designated employees shall adhere to the rules and regulations cited above.
 - c. Institutions and community-based corrections will not operate their own websites or social media separate from the IDOC. Institutions and community-based corrections may provide updates to the designee to maintain information for posting including, but not limited to:
 - 1) Client/incarcerated individuals Achievements/Recognition and Reentry

Which could include - HiSET graduation and apprenticeship graduation ceremonies/other client/incarcerated individual achievement recognition, Reentry information.
 - 2) Employee Recognition

Which could include - Those selected quarterly for recognition, Corrections Worker's week activities, meritorious acts, significant training completed, years of service awards, CERT/HNT/K9 recognition and other groups, etc.

3) Humanitarian Honors/Community Service Projects/
Charity Fundraisers

Which could include - Flood assistance, work crews on special projects, Relay for Life, Charitable contributions such as food drive activities, Torch Run, Special Olympics, March-of-Dimes (both employee and client/incarcerated individual contributions to charity).

4) General Institutional/District Information

Which could include – Job Postings, Visiting, Contact Information, Area Motels, Museum Information, Guest Tours, Victim Rights Week, Shelter Dog Information.

5) Public Service

Braille Program, ARL, Leader Dog, Community Emergency Assistance Clean-up

5. Names or photographs of client/incarcerated individuals shall not be included on any IDOC web or social media site without a signed *Digital Media Permission Grant/Refusal Form, AD-GA-19 F-1* or *Event Multimedia Consent/Release Form, AD-GA-19 F-2*. An exception to the consent form requirement may be made if the photos do not allow for easy identification of the client/incarcerated individual.
6. The IDOC PIO shall remove any picture(s) or reference to a specific IDOC employee upon request of that employee member or notice from an institution/CBC's appointed PIO to the IDOC PIO.
7. Documentation of access granted for web or social media sites (**AD-GA-19 F-1 and AD-GA-19 F-2**) shall be retained for three years.
8. Documentation of signed staff, volunteer or client/incarcerated individual photo/video releases shall be forwarded to the PIO and retained for three years.