



# FLORIDA DEPARTMENT OF JUVENILE JUSTICE PROCEDURE

**Title:** Social Media Usage Procedures

**Related Policy:** FDJJ – 1205.70

## I. DEFINITIONS

**Social Media** – Various websites (i.e. Facebook, Twitter, Instagram , Pinterest, Tumblr, etc.) designed to facilitate and encourage online communication via text, pictures, and videos. The Department’s official social media accounts shall be used to highlight the Department and create public conversation.

**Social Media Account Manager** – The Office of Communications staff (or designee) tasked with maintaining the Department’s social media presence. The account manager shall post information and interact with the public on behalf of the Department via its official social media accounts.

## II. STANDARDS/PROCEDURES

The scope of this policy includes all Department personnel and employees of providers, contractors, vendors, and third-party organizations that utilize the Department’s Internet services.

### A. Establishment of Social Media Accounts and Use:

1. The Office of Communications (or designee) shall use selective social media accounts daily to highlight the Department and cultivate public conversation.
2. The Office of Communications is responsible for reviewing, crafting, editing, and managing content and any official responses posted on behalf of the Department.
3. In an effort to uphold an integrated social media presence, the Office of Communications and the Chief of Staff shall be the only staff authorized to utilize and manage the Department of Juvenile Justice’s (DJJ) official social media accounts.
4. Any new social media accounts to represent the Department shall be pre-approved by the Secretary, Deputy Secretary, Chief of Staff, or any delegate with permission in writing.
5. Social Media Accounts will only be created by the Office of Communications.

### B. Use of Personal Social Media Accounts as it Pertains to the Department:

1. Social Media is a public communication forum; therefore, discretion shall be used during all social media conversations—particularly during interactions with, involving, or relating to the Department’s official social media accounts.

**FLORIDA DEPARTMENT OF JUVENILE JUSTICE**

**SUBJECT: Social Media Usage Procedures**

**SECTION: FDJJ – 1205.70**

2. Social Media shall not be used to share images, data, or information about agency employees, youth, facilities, or Department providers that could potentially negatively impact the Department or violate agency rules, privacy policies, statutes or laws.

C. Use of Social Media in the Workplace:

1. The Bureau of Information Technology policy on Internet Access and Use (FDJJ – 1205.40) provides guidelines for technology usage for employees.
2. Department employees are allowed limited access and use of personal social media accounts. Personal social media access and use shall not consume significant amounts of state resources, nor subject the Department to any additional cost or negative publicity. Employees will have access on work breaks or outside of state work time. Said usage shall not involve an employee’s personal business enterprise or be prohibited by Florida law or Department policy. Social media use is subject to management or supervisory discretion.
3. Social media applications will be added to Department electronic devices as determined by the Deputy Secretary and the Chief of Staff.

D. Promotion of the Department Through Social Media:

1. The Office of Communications markets the resources and services of the Department through the following items:
  - a) Social media posts and videos which promote Department-related information, resources, materials, employee accomplishments, positive news stories, and awards.
  - b) Photo albums showcasing pictures of events or initiatives spearheaded by the Department.

E. Violations:

1. Violations of this policy or any of the Department’s Information Resource policies or procedures may result in revocation of Internet access, disciplinary action, up to and including immediate dismissal, and/or potential criminal prosecution under Chapter 815, Florida Statutes, or other applicable federal, state, or local laws or policies.

**III. RESPONSIBILITY AND DUTIES**

A. Office of Communications:

1. Shall be responsible for managing and maintaining the Department’s social media accounts.
2. The Office of the Secretary and the Office of Communications shall be the only offices within the Department authorized to utilize and manage the official social media accounts.

**FLORIDA DEPARTMENT OF JUVENILE JUSTICE**

**SUBJECT: Social Media Usage Procedures**

**SECTION: FDJJ – 1205.70**

**B. Social Media Account Manager:**

1. A designee within the Office of Communications responsible for reviewing, crafting, editing and managing the Department's official social media accounts.
2. Responsible for interacting with the public via social media and charged with maintaining official responses posted on behalf of the Department.

**C. Bureau of Information Technology:**

1. Maintains the policy on Internet Access and Use which sets guidelines for Internet usage.

**D. Department Employees and Other Applicable Users:**

1. Employees shall use their personal social media accounts to represent themselves—not on behalf of *or* in representation of the Department. Employees attempting to represent DJJ via their personal social media accounts, may be subject to discipline.
2. Shall not share information concerning juveniles within the Department's facilities or have discussions about juveniles that could violate Florida statute.
3. Shall not share images, data, or information about Department employees, facilities, or Department providers that could potentially negatively impact the Department or violate agency rules, privacy policies, statutes or laws.
4. Only designated staff in the Office of the Secretary and the Office of Communications are authorized to utilize and manage DJJ's official social media accounts.

**E. Managers and Supervisors:**

1. Shall govern the responsibilities and duties of the employees they manage.
2. Shall ensure employees under their supervision are aware of the Department's policies and guidelines concerning the usage of its computers and IT resources.

**IV. ATTACHMENTS**

The Bureau of Human Resources currently holds an Internet Access User Agreement each employee is required to sign upon employment. This agreement gives the employees guidelines for using the Department's computers and IT resources.