

## Arkansas State Archives Social Media Policy

*An agency of the Department of Arkansas Heritage*

### **Overview**

In service to our mission of collecting and preserving materials on the history of Arkansas and its people, and making those materials freely available to the public for research, the Arkansas State Archives (ASA) is supported by the Arkansas General Assembly and state taxpayers. As an employee and representative of a state government agency, we must be mindful of the variety of viewpoints held by the public we serve. The ASA encourages its employees to share information about us and their work; but because of the unique challenges posed by communicating in an online environment, the agency has developed this policy to guide employees when operating on the Internet as an identifiable employee of the agency.

Although the world of social media changes rapidly, this policy is also intended to cover employee participation in all forms of communicating or posting information or content to the Internet, including but not limited to social networking sites, and other forms of online dialogue.

### **General Guidelines re. ASA Social Media Sites:**

- Online conversations on agency-sponsored social media sites must be relevant to the ASA's mission. We reserve the right to remove topic that is off-content, out of context, spam, offensive, promotional, links to third-party sites, or violates this or any other Department of Arkansas Heritage policy.
- Postings that come from fake or anonymous profiles will be deleted when discovered.
- Comments posted to the ASA social media sites from third parties do not necessarily reflect the views of the agency.
- ASA social media sites will be regularly moderated and maintained and will not remain static.
- All use of agency sponsored social media sites should be compliant with local, state and federal laws.
- Messages received through private messaging on agency sponsored social media sites will be considered a version of email and therefore will be considered a work product.
- The ASA provides an online form for patron feedback. If you have a service-related concern, complaint or question, please direct those to [state.archives@arkansas.gov](mailto:state.archives@arkansas.gov). The ASA makes every effort to address feedback submitted in a timely and thoughtful manner.
- Images from the ASA collection posted on social media sites will have ASA watermarks and will have corresponding accession/cataloging numbers added in the post.

- Agency sponsored social media sites are considered supplemental to traditional marketing and advertising and will be used to engage an outside audience and to promote the ASA.
- The ASA's social media policy will be publicly posted on its website and on social media sites.

**Employee participation in agency-sponsored social media:**

- Social media moderators will be designated by the ASA director to manage agency sponsored social media. If you are not a designated moderator, your personal online communications should clearly indicate that you are not speaking as an official representative of the agency.
- Social media moderators should be familiar with the ASA's social media policy.
- Official communications will be issued only from agency sponsored accounts, and not personal accounts.
- Usernames and passwords for agency sponsored social media will be selected and issued by the agency, and not linked to employee's personal social media accounts. If the moderator of the social media site leaves the ASA, passwords must be changed.
- All agency related inquiries or complaints about the agency or its social media posts will be directed to a designated moderator for a response.
- All social media correspondence and communication should remain professional in nature.
- Employees will use good judgment when posting to agency sponsored social media. Conversation and language that is not appropriate in the workplace is also not appropriate for social media settings.
- Employees will not post confidential agency information on agency sponsored social media sites (i.e., patron information, internal disciplinary actions, etc.).
- The sharing of co-workers' personal information on agency sponsored social media sites is prohibited (no personal phone numbers, contact information, medical information, etc.).
- If you violate this policy, potential repercussions are:
  - Termination
  - Creating difficulties for the ASA with its constituents and funders
  - Causing loss of patronage at ASA

### **Employee participation in personal online communication(s):**

- If you identify yourself as an employee of the ASA, be sure to include somewhere on your site/post a disclaimer that your post(s) represent YOUR opinion and do not necessarily reflect the opinions of the agency.

*Example: "The postings on this site are my own and do not necessarily represent the position of the Arkansas State Archives."*

Be sure that your personal profile accurately represents your role at the agency.

- Do not use the ASA logo on personal social media accounts or in personal online communications. This implies agency sponsorship, and is misrepresentation.
- In accordance with state law, ASA employees will not be required to submit usernames and passwords to personal accounts, will not be pressured to connect with co-workers through social media sites, and will not be asked to lower privacy settings on personal social media accounts.
- Be aware of your association with the ASA in online social environments. If you identify yourself as an employee of the ASA, ensure your profile, posts and related content is consistent with how you wish to present yourself to colleagues, patrons, and funders.
- Use good judgment and common sense in online communications. You are personally responsible for the content you publish, which may be visible to the world for a very, very long time. The Internet provides a veil of anonymity that lowers inhibitions about what we say. If you are about to post something that you wouldn't say in a face-to-face setting with a constituent of the ASA, think twice about publishing it online.
- Respect the ASA's copyright. As an employee, you have unique access to the agency's vast collection of documents, images, media and artifacts. While you may freely share content posted on the agency's sponsored social media sites (i.e., Facebook, Pinterest, Twitter, Blogspot), you must have prior authorization from the director to digitize and/or share content not already approved for official distribution.
- Employees will not post confidential agency information on personal social media sites (i.e., patron information, disciplinary actions, etc.).
- The sharing of co-workers' personal information on personal social media sites is prohibited (no personal phone numbers, contact information, medical information, etc.).
- If you violate this policy, potential repercussions are:
  - Termination
  - Creating difficulties for the ASA with its constituents and funders
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