



ARKANSAS DEPARTMENT OF THE MILITARY
OFFICE OF THE ADJUTANT GENERAL
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KENDALL W. PENN
MAJOR GENERAL
THE ADJUTANT GENERAL

NGAR-DOTM

25 February 2020

**MEMORANDUM FOR DEPARTMENT OF THE MILITARY (DOTM) STATE
EMPLOYEES**

SUBJECT: Department of the Military (DOTM) Policy 51-2020, Social Media Policy

1. The DOTM Human Resources is responsible for the creation, updating, revision, and dissemination of state policies and procedures. These policies and procedures assist the agency in maintaining an effective, productive, and professional workforce.
2. The purpose of this policy is to inform all state employees and supervisors of the standards set forth by the Department of the Military regarding new guidelines for employee social media and electronic communications conduct.
3. Point of contact for this memo is Scott Stanger at (501) 212-5167.

A handwritten signature in black ink, appearing to read "K. W. Penn".

KENDALL W. PENN
MAJOR GENERAL
The Adjutant General

Encl.
Social Media Policy 51-2020

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DEPARTMENT OF THE MILITARY
Social Media Policy

I. AUTHORITY:

- a. The Adjutant General's Policy 2019-06, Social Media and Website Use;
- b. 5 U.S.C. § 1502.

II. DEFINITIONS:

- a. **Social Media:** Any site where individuals and organizations may share information and/or engage in conversations with others in a public setting. Social media may include, but is not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs, podcasts, and RSS feeds.
- b. **Electronic Communication:** The transfer of information (signs, writing, images, sounds, or data) transmitted by computer, phone, or other electronic device. Electronic communications may include, but are not limited to: text messages, emails, chats, instant messages, screensavers, blog postings, social media sites, electronic device applications, and web/video conferencing

III. PURPOSE:

The following shall establish and sets forth guidelines for social media and electronic communications for employees of the Department of the Military.

III. POLICY:

All employees of the Department of the Military shall be subject to the provisions set forth in this policy. Failure to comply with any portion of this policy will result in disciplinary action up to and including termination.

Employees are prohibited from posting to social media sites while utilizing any government owned equipment, using a government email account to register for access to a social media site, or utilizing the Department of the Military's official seal for any personal electronic communications or activities.

While engaged in any form of social media, employees of the Department of the Military shall not reveal any confidential or sensitive information gained through the course of their employment.

Personal social media sites may not be represented, either explicitly or implicitly, as official Department of the Military sites. Department of the Military employees shall not attribute his or her opinions, personal beliefs, or other biases to the Department of the Military, the Arkansas National Guard, the Army National Guard, the Air National Guard, nor any other branch of local, state, or federal government. Should any confusion be reasonably likely, the employee shall expressly state a

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disclaimer that he or she is speaking solely in an individual capacity. No part of this policy is intended to interfere with, restrain, or otherwise restrict an employee's communications that are protected by law.

Social media interaction and/or content, whether initiated on or off duty, that relates in any way to Department of the Military business may be considered public record and therefore subject to retention and disclosure pursuant to A.C.A. §25-19-103(7)(A).

Any online misconduct including, but not limited to: Harassment, discrimination, retaliation, stalking, threats of violence, or any other types of actions that undermine dignity and respect will not be tolerated. Further, social media posts that could reasonably be interpreted as malicious, obscene, hostile, or intimidating, or posts meant to intentionally harm the reputation of an individual who is in any way associated with the Department of the Military shall be subject to disciplinary action up to and including termination of employment.

Any Department of the Military employee whose salary is in any way paid through federal funds must also comply with the provisions set forth by the Hatch Act. These employees may not solicit funds for a political party, a candidate in a partisan race, or a partisan political party, may not use their position or authority to influence or affect the outcome of an election, or be a candidate for elective office pursuant to 5 U.S.C. § 1502.