Arkansas Department of Military
Cabinet Secretary - Brigadier General Olen Chad Bridges,
The Adjutant General

Policy Title: Social Media Policy

Policy Number: 7

Authority: Ark. Code Ann. § 12-61-106; Ark. Code Ann. § 11-2-124.

Effective Date: June 1, 2023

I. PURPOSE:

The following shall establish and set forth guidelines for social media and electronic communications for employees of the Department of the Military (DOTM).

II. DEFINITIONS:

1. **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.

2. **Electronic Communication**: The transfer of information (signs, writing, images, sounds, or data) transmitted by a 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. POLICY:

All DOTM employees 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 DOTM official seal for any personal electronic communications or activities.

While engaged in any form of social media, employees of the DOTM 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 DOTM sites. Employees shall not attribute his or her opinions, personal beliefs, or other biases to the DOTM, 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 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 that relates in any way to DOTM business, whether initiated on or off duty, 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 the dignity and respect of individuals or the DOTM 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 DOTM shall be subject to disciplinary action up to and including termination of employment.

Any DOTM 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.