



**Office of Human Resources  
Standard Operating Procedure  
HR SOP #405**

**Subject:** Appropriate Use of Social Media

**Effective Date:** September 1, 2020

**Policy Statement:**

The Georgia Department of Natural Resources takes no position on employees' decision to participate in the use of social media networks. In general, employees who participate in social media are free to publish personal information, however employees must not post information to personal social media accounts that could harm the Department.

**Definitions:**

**Social Media:** Websites and applications that enable users to create and share content or to participate in social networking.

**Procedure:**

Employees are prohibited from acting as a spokesperson for DNR or posting comments as a representative of the agency unless they are specifically authorized by DNR to act as a spokesperson or representative. Information about acting as a spokesperson is found in DNR's Rules for Use of Social Media as Representatives of DNR at; [https://dnrintranet.org/sites/default/files/dnrnet/pdf/Rules for use of Social Media as a Rep of DNR.pdf](https://dnrintranet.org/sites/default/files/dnrnet/pdf/Rules%20for%20use%20of%20Social%20Media%20as%20a%20Rep%20of%20DNR.pdf)

Employees may establish personal social media sites to share personal opinions and non-work related information. If employees identify themselves as DNR employees, even on a private or personal site, they create perceptions about their expertise and about DNR. Employees may not state or imply that use of personal social media is on behalf of DNR. To avoid confusion and situations where DNR employees' personal comments on a private site could be mistaken for statements made on behalf of DNR, it is recommended that personnel, who identify themselves as DNR employees on personal or private sites, indicate that their comments or submissions are their personal opinions only and not those of DNR. Employees' conduct on personal sites may be addressed by DNR to the same extent as other types of outside conduct by employees.

If an employee chooses to identify him or herself as a Georgia Department of Natural Resources employee on any personal use of a social media network, he or she must adhere to the following:

- Employees may not state or imply that use of personal social media is on behalf of DNR. Employees are prohibited from disclosing information that is related to DNR, including

images, on any personal use of a social media network when the information is protected from disclosure under applicable state or federal laws.

- Employees are prohibited from displaying the Georgia Department of Natural Resources logo on any personal use of a social media without permission from the Georgia Department of Natural Resources.

Employees who participate in the personal use of social media may still decide to include information about their work at the Georgia Department of Natural Resources as part of their personal profile, as it would relate to a typical social conversation. This may include:

- Work information included in a personal profile, to include agency name, job title, and job duties;
- Status updates regarding an employee's own job promotion; or
- Personal participation in the Georgia Department of Natural Resources sponsored events, including volunteer activities.

Employees who violate this Standard Operating Procedure may be subject to disciplinary action, up to and including dismissal.

The Georgia Department of Natural Resources may view and monitor an employee's social media posts at any time to ensure compliance with this Standard Operating Procedure.

**Attachments:**

None