

# Department of Finance and Administration Policy

**Policy Title: Social Media Policy**

**Policy Number: 1.2**

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## **Purpose**

To ensure that the employees of the Arkansas Department of Finance and Administration (DFA) comply fully with the privacy and confidentiality laws, regulations and DFA policy relating to social media.

## **Persons Covered/Applicability**

All DFA employees are subject to this provision, including temporary employees.

## **Statement of Policy**

DFA employees are prohibited from posting to social media sites using DFA-owned IT equipment, or using a DFA email account to register for access with a social media site unless prior approval is received through DFA's Director of Communications. When engaged in any form of social media, DFA employees must not reveal any confidential information related to their position or the agency. DFA employees shall not attribute personal statements, opinions or beliefs to DFA when using social media. If an employee is expressing his or her beliefs or opinions, the employee may not, expressly or implicitly, represent themselves as an employee or representative of DFA. DFA's trademarks, logos and any other DFA intellectual property may not be used in connection with any social media activity.

## **Social Media Postings**

DFA has one official Facebook page and one official Twitter account: Arkansas Department of Finance and Administration @ArkansasDFA. All postings and responses, including photographs and messaging of any type, on the official DFA social media pages will be made by the DFA Director of Communications. If a question or comment requires a response, the affected division administrator should draft a response and send it to the DFA Communication Administrator, [scott.hardin@dfa.arkansas.gov](mailto:scott.hardin@dfa.arkansas.gov).

## **Failure to Comply**

Inappropriate or unacceptable postings, disclosures, or other activity on any social media account by a DFA employee is grounds for disciplinary action up to and including termination.

**Department Contact:**  
**DFA, Human Resources**  
**1515 Building**  
**1515 W 7<sup>th</sup> St., Room 101-102**  
**Little Rock, AR 72201**  
**Phone 501-324-9065**