



## ARKANSAS DEPARTMENT OF VETERANS AFFAIRS

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SARAH HUCKABEE SANDERS  
GOVERNOR

KENDALL W. PENN  
RET. MAJOR GENERAL  
SECRETARY

24 April 2023

### MEMORANDUM FOR EMPLOYEES OF ARKANSAS DEPARTMENT OF VETERANS AFFAIRS

SUBJECT: Arkansas Department of Veterans Affairs (ADVA) Social Media Policy

1. ADVA Human Resources is responsible for the creation, update, and recission of various agency policies and procedures in order to assist in the maintenance of an effective workplace.
2. This memorandum is intended to establish the ADVA Social Media Policy and is applicable to all ADVA employees. This shall remain in effect until revoked or superseded.
3. Point of contact for this memo is Melissa Butler at (501) 682-1954.

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

KENDALL W. PENN  
MAJOR GENERAL, Retired  
SECRETARY

**ARKANSAS DEPARTMENT OF VETERANS AFFAIRS**  
**Social Media Policy**

**I. 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, TikTok, blogs, podcasts, and RSS feeds.
- b. **Electronic Communication:** The transfer of information (signs, writing, images, sounds, or data) transmitted by computer, phone, or another 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.

**II. PURPOSE:**

The following shall establish and set forth guidelines for social media and electronic communications for employees of the Arkansas Department of Veterans Affairs (ADVA).

**III. POLICY:**

All ADVA 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 ADVA official seal for any personal electronic communications or activities. Further, employees are prohibited from accessing TikTok at any time while utilizing a government owned electronic device or while utilizing a government associated wi-fi network.

While engaged in any form of social media, employees of ADVA 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 an official Arkansas Department of Veterans Affairs sites. Employees shall not attribute his or her opinions, personal beliefs, or other biases to ADVA, the U.S. Department of Veterans Affairs, 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, whether initiated on or off duty, that relates in any way to ADVA 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 ADVA shall be subject to disciplinary action up to and including termination of employment.

Any ADVA 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.