



# State of New Hampshire

## Department of Labor

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**POLICY NUMBER: SOC-001**  
**SUBJECT: Social Media Policy**

**DATE OF ISSUE: November 23, 2022**  
**NEXT DATE OF REVIEW: November 23, 2024**  
**DISTRIBUTION: Public**

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### POLICY STATEMENT

#### 1.0 Purpose

The New Hampshire Department of Labor (hereafter, NH DOL) will establish social media sites in order to inform citizens, employees, and employers about laws, rules, programs, and events, to encourage dialogue between citizens about these, and to exchange information and knowledge. These social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but rather a limited public forum for discussion of specific programs and events. Courts have recognized that governmental entities, such as the NH DOL, may create limited public forums for specific purposes and limit any discussion on the forum to those specific purposes. NH DOL will remove content and postings not consistent with the specific purpose of the social media sites and these guidelines.

NH DOL encourages the use of social media to further the outcomes of its programs and to assist us in our mission to proactively engage with our community. NH DOL has a clear interest in deciding who may "speak," and what is "spoken," on behalf of NH DOL. To ensure that communication through our social media networks is consistent and in the best interest of NH DOL, this policy provides guidelines for the use of our social media platforms.

#### 2.0 Scope

This policy applies to all NH DOL employees or contractors creating or contributing to blogs, wikis, social networks, or any other kind of NH DOL-owned and operated social media. This policy also informs the agency's reaction to the public's commentary on such forums. Posting activity by the Department will be secured to certain Commissioner-selected state employees and will be a collective, not an individual, decision.

#### 3.0 Rules of Engagement

Our goal is to share ideas and information with as many individuals as possible and our policy is to accept comments – with few exceptions – that are appropriate to the content of the subject being discussed.

Individual users are fully responsible for anything they post in comments, including links, videos, photos, and other material.

Comments made by the public on NH DOL social media pages are reviewed by the empowered agency representatives, and while comments will not be edited, they may be deleted without notification if they violate the following guidelines. Any links posted as comments will be reviewed and may also be deleted.

NH DOL also reserves the right to delete any other comments or materials deemed inappropriate that are not covered by this policy statement. Repeated violations of the NH DOL's guidelines may result in blocking the author from the social network platform.

We understand that social media is a 24/7 medium; unfortunately, our monitoring capabilities are not. We trust in the maturity of our community to ignore personal attacks, negative speech, or any other site violations until we are able to respond. We make every effort to moderate all comments in a timely manner.

Messages on our social media platforms will be removed if they contain any of the following:

- Graphic, obscene, threatening, explicit, or racial content. We also do not allow comments that are abusive, hateful, demeaning, or intended to defame anyone or any organization. This includes personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation, or disability.
- Comments that suggest or encourage illegal activity.
- Solicitations or advertisements. This includes promotion or endorsement of any financial, commercial, or non-government agency. We also do not allow attempts to defame or defraud any financial, commercial, government or non-government agency.
- Comments not directly related to the posted purpose topic.
- Comments that NH DOL otherwise deems inappropriate.

It is the Department's policy that participation is at the individual's risk and the Department does not take personal responsibility for public comments, or through information provided through these platforms. NH DOL disclaims any and all liability that arises from content or images that are shared to profiles by the public.

#### **4.0 Disclaimer**

The NH DOL's social media posts may include content or hypertext links to information created and maintained by public or private sources. When viewing content or a link outside of the dol.nh.gov domain, users are subject to security and privacy policies of the host website.

- NH DOL is not responsible for, nor can it control, content on third party sites.
- NH DOL does not control nor guarantee the accuracy or completeness of information contained in external content or hypertext links linking to or from third party websites.
- Third party content and links are not intended to reflect the opinion or policy of NH DOL, its officers, or its employees.
- NH DOL does not guarantee that externally linked content, hypertext links, or websites comply with accessibility requirements of the Rehabilitation Act of 1973.
- NH DOL also reserves the right to remove/delete posts that are found to contain erroneous/outdated information.

#### **5.0 RSA 91-A Right-To-Know Act and Confidentiality**

State of New Hampshire-generated content posted in third party social media, social networking sites, or on public NH.gov servers becomes part of the public domain upon posting. With limited exceptions, such

content is therefore not exempt from New Hampshire's Right-to-Know law RSA 91-A. NH DOL employees with access to our accounts must not share confidential or otherwise protected information on social media platforms.

## **6.0 Practices**

### **6.1 Shared content**

On all social media platforms, NH DOL might share content from other users or websites it thinks may interest its followers and support NH DOL goals. Links to other resources are provided for the convenience of users and are intended to point users to additional information that may add perspective. NH DOL is not responsible for the accuracy, currency, or reliability of the content of these links, nor does it explicitly or implicitly endorse these sites or their content.

### **6.2 Posting frequency**

The number of posts per day, per week, per social media platform will vary. Most posts and responses will occur during regular working hours, 8 a.m. to 4:30 p.m. Monday through Friday.

### **6.3 Availability**

NH DOL updates are also subject to downtime that may be out of NH DOL control because servers are managed by a third party. NH DOL accepts no responsibility for the network becoming unresponsive or unavailable.

### **6.4 Accessibility**

NH DOL strives to post accessible content both on its web pages and third-party, social media platforms. NH DOL videos are intended to be closed-captioned and/or scripts are provided.

### **6.5 Advertising**

NH DOL does not endorse any products advertised through third-party social media sites nor does it generate or control any of the advertising. Information posted is never meant to recommend specific products or services.

### **6.6 Liking and sharing**

NH DOL accounts will follow and like users on social media platforms related to business interests, such as other NH DOL-related accounts, accounts of relevant federal, state and local governments, grantees and other partners, media organizations and reporters. NH DOL decisions to "like" or follow a particular account, or the appearance of a user as a follower of NH DOL, does not imply endorsement of any kind. NH DOL content is also intended to be shared, and users are encouraged to share content it finds relevant or interesting.

### **6.7 Images, Audio, or Video**

Employees of NH DOL should be aware that their likeness may become content on social media sites when engaged in state business, but the NH DOL intends to offer "opt-out" notice whenever practical. Legal release will be sought from employees in the unlikely event that a post represents them while not in state business. Legal release will be sought from non-employees who might appear in NH DOL social media postings.

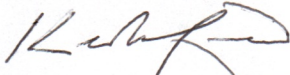
## **7.0 Contact**

NH DOL senior leadership are responsible for managing these platforms. Questions about this policy or content on these platforms are best directed to the NH DOL Legal Unit, 95 Pleasant Street, Concord NH 03301.

## **8.0 References**

- DoIT Policy "Work Related Social Media Policy" NHS-04.28.2017 – v.2
- Executive Branch Code of Ethics RSA 21-G:21-35
- RSA 21-R:4, IV. And XVIII.

Approved by:

A handwritten signature in black ink, appearing to read 'Ken Merrifield', written over a horizontal line.

Ken Merrifield, Commissioner