 CD-012400	NEW MEXICO CORRECTIONS DEPARTMENT	ISSUE DATE: 11/10/97 EFFECTIVE DATE: 11/10/97 REVIEW/REVISED: 01/25/12
	TITLE: Communications Plan, Media Access, and Use of Social Media / Blog Websites	

AUTHORITY:

Policy *CD-010100*

REFERENCES:

- A. NMSA 1978, Article 14, Chapter 2, "The Inspection of Public Records Act".
- B. ACA Standards 2-CO-1A-14, 2-CO-1A-18, 2-CO-1A-19, 2-CO-1A-25, 2-CO-1A-26, 2-CO-1A-27, 2-CO-1A-27-1, 2-CO-3C-01, *Manual of Standards for Administration of Correctional Agencies*, 2nd Edition.
- C. ACA Standards 4-4015, 4-4016, 4-4019, 4-4020, 4-4021, and 4-4279 *Standards for Adult Correctional Institutions*, 4th Edition.
- D. ACA Standards 4-APPFS-3A-29, *Manual of Standards for Adult Probation and Parole Field Services*, 4th Edition.

PURPOSE:

To improve internal and external lines of communications and to promote a better understanding of the New Mexico Corrections Departments' vision, mission, goals and objectives in an effort to gain the confidence and support for that mission from the staff, inmate and offender populations and the citizens of New Mexico in general and to establish guidelines for media access to correctional facilities.

To provide guidelines for posting Departmental information relating to the New Mexico Corrections Department on social media websites.

APPLICABILITY:

All Department employees, particularly those specifically assigned duties and responsibilities according to this plan and outlines procedures to be followed for agency use of social media when communicating with the public.

FORMS:

1. **Consent for Release of Photograph and/or Press Interview to News Media** Form (CD-012402.1)
2. **Release and Waiver** Form (CD-012402.2)
3. **Policy/Procedure Acknowledgement** Form (CD-012403.1)

ATTACHMENTS:

None

DEFINITIONS:

- A. *Blog*: A web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.
- B. *News Media*: Media includes print, wire service, broadcast reporters and television crews in news gathering for bona fide newspapers, news magazines, and broadcast outlets holding a Federal Communications Commission license.
- C. *Page*: The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.
- D. *Post*: Content an individual shares on a social media site or the act of publishing content on a site.
- E. *Profile*: Information that a user provides about himself or herself on a social networking site.
- F. *Public Information Officer (PIO)*: Staff member responsible for releasing information to the public and general public relations for the Department.
- G. *Social Media*: A category of internet-based resources that integrate user generated content and user participation. This includes, but is not limited to, social network sites, micro blogging sites, photo and video sharing sites, wikis, blogs, and news sites.
- H. *Social Networks*: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

- I. Speech: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, video, or related forms of communication.
- J. Web 2.0: The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
- K. Wiki: Web page(s) that can be edited collaboratively.

POLICY:

The Department will provide opportunities so that all employees of the Department may understand its mission in order to encourage broad-based support from staff, inmates and the citizens of New Mexico.

- A. The Department's public information program shall encourage interaction with the public and the media and shall be reviewed and updated at least annually. **[2-CO-1A-25]**
[4-4020]
- B. Only those individuals approved by the Secretary of Corrections or his/her designee are authorized to officially comment or represent the Department to the public media.
- C. The Secretary shall meet with all Department heads and key personnel at least monthly. **[2-CO-1A-19]**
- D. The Department shall communicate with other components of the correctional system on the extent and availability of services and programs for the agency population, as needed. **[2-CO-1A-14]**
- E. The Department shall provide for contact with representatives of the news media and a timely response to inquiries from the public and other governmental agencies. **[2-CO-1A-26]** **[2-CO-1A-27]**
- F. The Department shall allow reasonable access between inmates and the communications media, subject only to the limitations necessary to maintain order and security and protect inmate's privacy. Media requests for interviews and the inmate's consent are in writing. **[4-4279]** **[2-CO-3C-01]**


- G. The Department shall grant reasonable media access to all program areas of correctional facilities.
- H. The Department shall permit inmate access to the media through written correspondence; inmate-initiated telephone conversations; interview situations during special events; visiting room conversations when the news media representative is an approved visitor as defined by the facility's visitation procedures; and through random interviews allowed during media visits.
- I. Media representatives shall comply with all institutional rules while at a facility.
- J. The Department reserves the right to monitor and record any interview through the use of Departmental staff and equipment.
- K. The Department is committed to informing the public and the media of events within the Department's areas of responsibility. The procedures address emergency and non-emergency response to the news media and, at a minimum, include the following: **[2-CO-1A-27-1] [4-4021]**
- the identification of areas in the facility that are accessible to media representatives, consistent with preserving inmates' right to privacy and maintaining order and security
 - the contact person for routine requests for information
 - the identification of data and information protected by federal or state privacy laws, or federal and state governing inspection of public records
 - special events
 - news release policy
 - the designation of individuals or positions within the agency authorized to speak news with the media on behalf of the agency
- L. This policy shall delineate channels of communication for purposes of delegating authority, assigning responsibility, and coordinating and supervising work. **[2-CO-1A-18]**
- M. There shall be regular meetings between the warden and all Department heads and Department heads and their key staff members. These meetings will be conducted at least monthly. **[4-4015]**
- N. The agency has a structured communication process that facilitates the timely exchange of information with, and between, all levels of employees. **[4-APPFS-3A-29]**

- O. The Department shall provide a system for two-way communication between all levels of staff and inmates. [4-4016]
- P. Requests from federal, state, and local executives and lawmakers for information about operations or specific inmates shall be responded to promptly by designated facility staff and with due regard to privacy protection statutes. [4-4019]
- Q. Social Media will be used to communicate with constituents, gather information, disseminate information, market the efforts of the Department, and increase efficiency in our business relationships. To encourage effective and appropriate use of the State's IT resources, the following policies are placed in effect:
- a. All Department social media sites or pages shall be approved by the Secretary or designee and shall be administered by the Public Information Office or by a person as determined by the Secretary.
 - b. The Department shall provide all staff administrators that have access and authority to change, alter, or post content to the Department's social media accounts, with a written copy of this policy.
 1. All staff that has such access and authority to the Department's social media accounts shall sign and date the **Policy/Procedure Acknowledgement** Form (CD-012403.1) indicating they have received and read this policy.
 2. The Department shall keep each staff member's signed statement on file throughout the tenure of the staff member with the Department.
 - c. The Department may undertake all prudent and reasonable measures to secure the systems it uses for Internet communications and the data transmitted by these systems and services, at the direction of the Secretary or his designee(s).
 - d. Staff shall utilize the Department's social media accounts solely for business purposes and shall conduct themselves in a manner consistent with appropriate behavior standards as established in existing state and departmental policies. All existing State of New Mexico policies relating to intellectual property protection, privacy, misuse of state equipment, sexual harassment, sexually hostile work environment, data security, and confidentiality apply to staff use of the Departments social media accounts. Staff must also comply with laws governing political speech.



Gregg Marcantel, Secretary of Corrections
New Mexico Corrections Department

01/25/12
Date

 CD-012401	NEW MEXICO CORRECTIONS DEPARTMENT	ISSUE DATE: 11/10/97 EFFECTIVE DATE: 11/10/97 REVIEW/REVISED: 01/25/12
	TITLE: Communications	

AUTHORITY:

Policy *CD-012400*

PROCEDURES: [2-CO-1A-14]

A. Establishing Effective Communications:

1. Internal Communications: [2-CO-1A-18] [2-CO-1A-19]

- a. The Department Secretary will communicate awareness of the vision, mission, goals and objectives for purposes of delegating authority, assigning responsibility, coordinating, and supervising work, through:
 - 1) The organizational chart.
 - 2) The Secretary's message in the quarterly staff newsletter
 - 3) Frequently scheduled facility visits.
 - 4) Department head and key personnel meetings (convened at least monthly).
- b. The Department will strive to involve every level of staff in the development of Departmental policies, plans and objectives and will provide channels for feedback of staff opinions, ideas and concerns.
- c. The Department's commitment to professionalism and honesty will be demonstrated in management's commitment to the implementation of the Department's vision, mission, goals and objectives and by ensuring that they are reflected in the policies and procedures of the Department to encourage the ethical and professional conduct of the staff.

- d. Regular channels of communication are necessary for delegating authority, assigning responsibility, supervising work, and coordinating efforts. There shall be regular meetings between the warden and all department heads and department heads and their key staff members. These meeting will be conducted at least monthly. **[4-4015]**
 - e. Staff meetings provide the opportunity to identify and solve problems and to exchange ideas. Probation and parole employees shall participate in staff meetings related to their respective duties at least monthly. **[4-APPFS-3A-29]**
 - f. The Department shall provide a system for two-way communication between all levels of staff and inmates through the inmate grievance procedures (*CD-150501*) or for PPD the offender grievance procedure (*CD-050301*). **[4-4016]**
2. External Communications: **[2-CO-1A-25] [4-4020] [4-4021]**
- a. The Central Office Public Information Officer will work in concert with the wardens and facility public information officers in order to educate the citizens of New Mexico regarding the Department's mission, functions, projects, statistics, goals, accomplishments, challenges, and employee and inmate conduct..
 - b. The warden and staff of each facility will work with the Public Information office to develop a proactive media/community relations plan designed to build and maintain positive relations with the media/local community and the public at large, including representatives of the local community, business leaders, elected officials and civic and social organizations. This plan will be submitted to the Central Office Public Information Office for inclusion in the Department's Communications Plan. The deadline for submission of this plan will be 60 days from the closing date of the Legislative Session.
 - c. The Department will respond to all requests for information in an accurate and timely fashion pursuant to the Public Records Act, in order to demonstrate its accountability to the citizens of New Mexico. The Corrections Department will charge a copying fee of twenty-five (25) cents per page. **[2-CO-1A-26]**
 - d. The Department will establish and maintain a web site under the State Government web page with pertinent information regarding the Department, its vision, mission, goals and objectives and supportive information.
 - e. The Department, at every level, will work to inform the public of its various programs and communicate to the citizens of New Mexico that these programs are in the best interest of public safety.

- f. Requests from federal, state, and local legislators and executives for information about operations or specific inmates shall be responded to promptly by designated staff and with due regard to privacy protection statutes. **[4-4019]**


B. General Guidelines: [4-4021]

1. Each facility PIO will receive a minimum of four hours of training regarding the New Mexico Public Records Act, media relations and other pertinent subjects.
2. At least two weeks prior to the event, wardens will notify the Cabinet Secretary's Office regarding all scheduled events to which the media is invited and any public events in which Departmental employees will participate.
3. The Departmental PIO will publish a quarterly newsletter, utilizing information provided by the prisons and departmental divisions for Department employees, the judiciary, legislators and other law enforcement agencies, among others.
4. The Department will schedule news conferences as needed to advise and discuss Departmental issues and advise the public on criminal justice issues.
5. The PIO shall review and update this policy at least annually in accordance with Policy *CD-000100*.



Gregg Marcantel, Secretary of Corrections
New Mexico Corrections Department

01/25/12
Date

 CD-012402	NEW MEXICO CORRECTIONS DEPARTMENT	ISSUE DATE: 08/03/83 EFFECTIVE DATE: 08/03/83 REVIEW/REVISED: 01/25/12
	TITLE: Media Access to Institutions	

AUTHORITY:

Policy *CD-012400*

PROCEDURES: [2-CO-1A-27] [2-CO-1A-27-1] [4-4020] [4-4021]

A. Requests for Access:

1. All news media requests for access will be made through the PIO or the facility warden, who will notify and discuss the request with the PIO. At the option of the Department, the requests may be required to be in writing, and specify the length of time requested, the areas to be visited, the time and date, and the activities to be reported and photographed. Requests should be made at least five days in advance of visits. A staff member and/or the PIO will escort news media at all times, when on the premises.
2. The PIO will obtain clearance for the news media visitor(s) from the facility warden and will coordinate the media visit with that person. The PIO will coordinate the recording of any interview by departmental staff with departmental equipment, as deemed necessary.
3. Media representatives who request interviews with specific inmates will be required to provide a letter from that inmate agreeing to the interview. In cases where an inmate has a criminal appeal pending and the interview will cover any aspect of the criminal case, the media will also provide written approval from the inmate's attorney.
4. No release form is required of employees who are given authority by the facility warden to speak to the news media.
5. Members of the news media entering facilities will be required to sign a **Release and Waiver Form** (*CD-012602.2*) that will be kept on file at the facility.

B. Invitations to the Media:

1. Each facility should invite regional or local news media to tour the facility or cover a special event in accordance with *CD-012402*. Facilities are encouraged to invite press coverage of special events such as graduations, new programs, work programs, special projects, etc.
2. The news media should be given notice at least five days in advance of tours or special events. News media representatives should be told to respond to the facility before the event, giving the name(s) of the reporter(s) who will attend and describing the equipment which will be in their possession, for example: camera, recording equipment, or sketching equipment. The Department is the final authority for granting clearance to the premises.
3. Facilities are required to participate in the Department's public information initiative as directed by *CD-012401*.

C. Inmate Contact with Media: [2-CO-3C-01]

1. News media may be permitted brief contact with inmates during tours of the facility on a random basis. Interviews should be brief as to ensure that the tour and facility operations are not interrupted.
2. Requests to interview specific inmates who may have been identified by the news media before access was granted will not be honored unless written permission was previously granted.
3. The facility may authorize a pool of inmates selected by the facility to speak with news media after a tour. The facility may authorize inmates, encountered at random, to speak briefly with the news media during tours or special events.
4. The facility will not prohibit or discourage inmates and news media from exchanging information or answering questions:
 - a. Through official mail channels;
 - b. Through telephone contact initiated by the inmate; and
 - c. Through visiting room procedures if the news media member is an official visitor and the interview process will not interfere with the visiting rights of other inmates or the orderly operation of the facility.

5. Inmates conducting interviews with the media will be required to sign the department release form, **Consent for News Media Interview Form (CD-012402.1)**, which then is saved in the inmates file.

D. Staff Escort:

1. Whenever news media are on the grounds of a facility, they will be accompanied by the PIO, the facility's public information officer, or by a person designated by the warden.
2. The escort person will ensure that any audio or video or still camera work is done in an observable manner. In over-all crowd situations, where practical, the inmates should be given the opportunity to step out of the picture, if they so desire.

E. Areas to be Visited:

In general, the news media may be given access to all areas of the facility. This may preclude visiting any areas where such a visit would interfere with security operations.

F. Cooperation:

The facility will attempt to accommodate short-notice news media timetables and requests for access for specific stories other than specific inmate(s) interviews. A cooperative approach rather than an adversarial stance is desirable. Time restrictions, staff limitations and reasonableness will mean that not every media request will be honored to the letter of the request. Reasons should be explained to the news media when this is the case.

G. Discretion:

The facility warden and Public Information Officer may determine that the news media's goals and the Department's goals may best be met by providing multi-press access times for specific stories, and not by trying to accommodate each individual request for access. This should not be done in a way that hampers the news media's access to the facility in general.

H. Denial of Access:

Access to the facility may be denied when emergency situations have been declared to exist; when the presence of the news media could clearly be disruptive or intrusive in the facility's operation; or when a particular news representative desires such frequent access that orderly operations are impeded.

I. Unusual Requests:

Unusual requests, where continuous or numerous visits are requested, may be denied. Unusual requests including those posing an extra financial burden on the Department, such as the filming of part of a movie within a facility, may be granted if the requestor agrees to pay for the extra costs to the Department associated with the access.



Gregg Marcantel, Secretary of Corrections
New Mexico Corrections Department

01/25/12

Date

NEW MEXICO CORRECTIONS DEPARTMENT

Consent for News Media Interview

I, _____, do hereby give my consent to be interviewed and photographed and to have such interview material and photographs and/or news releases published or used at such time as may be deemed appropriate by the news media and the New Mexico Corrections Department.

I release all employees and agents of the New Mexico Corrections Department from any and all liability whatsoever in connection with the use and/or publication of my interview, my photograph, and/ news release.

Inmate Name


NMCD #

Date

Witness

Date

Xc: Inmate file

 CD-012403	NEW MEXICO CORRECTIONS DEPARTMENT	ISSUE DATE: 08/03/83 EFFECTIVE DATE: 08/03/83 REVIEW/REVISED: 01/25/12
	TITLE: NMCD Use of Social Media / Blog Websites	

AUTHORITY:

Policy *CD-012400*

PROCEDURES:

A. Department Sanctioned Presence On Social Media:

Staff shall not use the Department’s social media accounts for anything other than official Department business.

1. Where possible, each Department created social media page shall include an introductory statement clearly specifying the purpose and scope of the agency’s presence on the website.
2. Where possible, the page(s) should link to the Department’s official website.
3. All Department-related social media sites or pages shall be approved in writing by the Secretary or designee.
4. Pages specific for officers, divisions, or programs within the Department must be approved in writing by the Secretary or designee. Care must be taken to maintain the integrity of the Department’s brand online.
5. Where possible, social media pages shall clearly indicate they are maintained by the Department and have Department contact information prominently displayed.
6. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology, records management, Department and State policies.

B. Department Sanctioned Use Of Social Media:

1. Department personnel representing the Department via social media outlets shall:
 - a. Conduct themselves at all time as representatives of the Department and adhere to all Department standards of conduct;
 - b. Identify themselves as a member or employee of the Department;
 - c. Statements relative to investigations conducted by the Department, or comments concerning pending litigation, or otherwise disseminating confidential information us strictly prohibited;
 - d. Not conduct political activities or private business;
 - e. Observe and abide by all copyright, trademark, and service mark restrictions in posting material to electronic media.
2. Uses
 - a. Social media can be used for community outreach and engagement by;
 1. Notifying the public and providing information about upcoming events or public safety campaigns
 2. Providing pertinent information for staff and the community (i.e., news releases, employee awards...)
 3. Providing information regarding wanted absconded offenders
 - b. Social media can be used to make time-sensitive notifications related to:
 1. Inmate escapes
 2. Special events
 - c. Social media can be used for:
 1. Recruiting

2. Advertising employment positions
3. Publicizing volunteer opportunities
4. Offering training opportunities
5. Following other agencies



Gregg Marcantel, Secretary of Corrections
New Mexico Corrections Department

01/25/12
Date

NEW MEXICO CORRECTIONS DEPARTMENT
Policy/Procedure Acknowledgement

(CD-012400, Agency Use of Social Media/Blog Websites)

I, _____, acknowledge that I have received a copy of Policy (CD-012400) and Procedure (CD-012403) and I further acknowledge that it is my responsibility to become familiar with this policy/procedure and recognize that violations may result in disciplinary action. If I have questions or if I do not understand any provision of this policy/procedure, I will ask my supervisor.

_____ **NMCD Use of Social Media/Blog Websites**

Employee's Signature

Date

Witness's Signature

Date

Xc: Personnel File