MEMORANDUM

TO: NHQ Offices
    All Regional Directors
    Jail National Training Institute

SUBJECT: BJMP Policy on the Use of Social Media

DATE: 25 April 2012

1. The Community Relations Service would like to maximize
   the advantages that social media offer to the BJMP organization and
   consequently lessen if not prevent the potentially incalculable harm and risk
   that may be brought about by its unrestrained use.

2. In this connection, be advised that BJMP Policy on the
   Use of Social Media is now for implementation in all BJMP offices and jail
   units nationwide to regulate and manage personnel use of social networking
   sites for the interest of the Bureau.

3. For reference and guidance.

DIONY D. MAMARIL, CES (E)
Jail Chief Superintendent
Officer-In-Charge
BJMP POLICY ON THE USE OF SOCIAL MEDIA

I. RATIONALE

Social media provides the fastest, most practical and cost-efficient way to communicate globally. However, its wide accessibility and easy operation have rendered it susceptible to abuse and to less virtuous objectives. Considering the immense power of social media as a channel of communication, there is no doubt of its vast potential in causing incalculable damage to a person/s or organization when misused. This has defeated the main function of social media as a tool for communication.

Since the use of social media is inevitable in daily communications among offices and personnel of the Bureau, it is important that the agency should exercise its inherent right of control and supervision over its personnel and a policy be issued for their protection while utilizing it as an opportunity for relationship building with the public and a good platform for more productive work force of the agency without any curtailment of their constitutional right to freedom of expression.

II. OBJECTIVES

a. To regulate personnel actions in using social media on their official and non-official capacity;

b. To establish policy and procedures for responsible and effectual use of internet-based capabilities;

c. To prevent any actions or instances which are detrimental to the image and integrity of the Bureau.

III. SCOPE OF COVERAGE

This Standard Operating Procedure shall apply to all BJMP Personnel who engage themselves, in any manner, to social media.

IV. DEFINITION OF TERMS

a. Cyberbullying – The use of internet and related technologies to harm other people in a deliberate, repeated and hostile manner;
the electronic pointing of mean spirited messages about a person. (Source: Merriam-Webster e-dictionary, Wikipedia)
b. Disadvantageous - not helpful or favourable; involving or creating unfavourable circumstances; causing or characterized by disadvantage; unfavorable; adverse; detrimental (Source; Microsoft Encarta 2007, oxforddictionaries.com, yourdictionary.com);
c. Indiscriminately - in a manner not carefully thought out or not making careful distinctions or choices; done or acting at random or without careful judgement (Source: Microsoft Encarta 2007, wordreference.com)
d. Non-official Capacity - performing actions that are purely personal in nature.
e. Official- Refers to any social network created or utilized by the Bureau including those that perform investigative and law enforcement functions.
f. Official Capacity - Performing official duties using government equipment and resources.
g. Personnel - A person on official assignment in the Bureau in permanent or temporary status whether uniformed or non-uniformed.
h. Social Media - Media for social interaction; describes websites that allow sharing of contents; it encompasses broad sweep of online activity usually permanent like on-line networks such as blogs, chat rooms, message boards, discussion groups, e-mail, texting wherein which a personnel writes, posts comments or is a member of professionally or personally. These are web-based technologies that allow interactive dialogue and include but not limited to MySpace, Facebook, Twitter, Friendster, YouTube or any network now in existence or to be created in the future. (Source: Wikipedia, Wikinews, DR No A-05-011 dated 04 June 2012 Department of Public Safety and Corrections State of Louisiana, Policy No DOC 1.1.15 Department of Corrections State of Montana)
i. Subversive - in opposition to an authority or institution; tending or seeking to subvert, overthrow, or destroy an established government, institution, belief; seeking or intended to subvert an established system or institution (Source: Microsoft Encarta 2007, wikianews.com, oxforddictionaries.com)

V. GENERAL GUIDELINES

1. Any form of social media representing the Bureau or any of its offices and instrumentalities must have prior written clearance from the Chief, BJMP.

2. All personnel must have exercised due diligence and efforts to get themselves well informed of the policies, rules and regulations of any network or form of social media.
3. Only personnel given specific authority to speak on behalf of the Bureau, their Directorate, Division or Office should do so.

4. All personnel are prohibited from posting indiscriminately on social media any statements, comments, pictures or any contents that are disadvantageous to the image of the Bureau. Prohibition includes uses bureau’s badge, seals and any other identifiers such as uniforms or uniform components.

5. Every personnel is responsible to what he posts, shares and views in any social network and to any online activity he has conducted using the Bureau’s official address including the addresses of those sites duly approved by the Chief, BJMP.

6. All personnel are prohibited from creating an alias and posting anything anonymously while participating in any activity on our official sites. They shall disclose their name, rank and official designation or assignment in the bureau. Further, they are strictly prohibited from creating account to represent other personality or individual.

7. All personnel are strongly discouraged from posting any private information in social media such as home address, bank account numbers, cell phone numbers, social security numbers, etc. that they would not like the general public to possess.

8. No faces of inmates, their relatives or known visitors shall be uploaded except those who escaped from detention.

9. Personnel shall not post or share altered pictures that use computer software like (i.e Photoshop, etc.) which has an impression of misrepresentation, mockery and or degrading in nature.

10. Any pictures and statements which are subversive in nature shall not be allowed in any accounts created for BJMP jail and offices being incongruent to the state policy of peace, orderliness and rule of law.

11. No personnel shall use social media and utilize government resources during working hours or on official time or to anything that is not related to their work.

12. All personnel must use a disclaimer when personal opinions are expressed in a forum or blog wherein they are identified or can be identified as organic personnel of the Bureau. (e.g. “This statement is my own and does not constitute an endorsement by or an opinion of the Bureau of Jail Management and Penology.)

13. All official social media accounts in the Bureau must be linked to the Department of Interior and Local Government Website, the
Civil Service Commission, the Commission of Human Rights and other law enforcement websites.

14. Any complaint, suggestions or recommendations pertaining to a comment, post or information made open to the public shall be immediately addressed to the administrator whose name and designation appeared on the account or to the nearest BJMP Office.

VI. SPECIFIC GUIDELINES

Specific Guidelines on Personnel Behaviour While Using Social Media

1. Personnel shall consider at all times the existing rules and regulations of the Bureau on ethical behaviour of a BJMP Officer and of a government employee.

2. Personnel shall maintain the highest degree of professionalism while engaging themselves in social media.

3. Personnel shall respect the privacy of other users at all times.

4. Personnel shall respect the legal protection provided by copyright and licensed programs and data in any of his or her actions.

5. Personnel shall not use social media on any purpose that could violate ordinances, special laws or other laws of the land.

6. Personnel shall not use official accounts of the bureau to private business or any profit making activities.

7. Any act of cyberbullying by any personnel against any person is strictly prohibited.

Specific Guidelines on Sharing of Information

1. Personnel shall not post any personal information of other personnel including their personal photographs.

2. Uploading of details of construction of jail facilities such as but not limited to location map, floor plan, development plan and any discussions pertaining thereto on social media is strictly prohibited.

3. All personnel are strictly prohibited from posting or sharing pictures depicting firepower capabilities of any jail or offices of the bureau including security gadgets and equipments and restriction devices.

4. Distribution of indecent or obscene material, or any act of exchanging information to access websites containing visual demonstration of actual or simulated sexual activity which includes intercourse, sadomasochism, bestiality, sodomy, and child pornography during official working time and or while using government resources is strictly prohibited.
5. Personnel shall ensure that all information to be posted or shared are relevant and accurate. Any errors and inaccuracy found in any post or information must be corrected immediately or must be reported to the author or the administrator.

6. Any discussion on social media visible to the general public pertaining to inmate information, their schedule of hearings and transfer and details of their cases shall not be allowed.

7. Posting of activities or public discussions pertaining to jail operations such as but not limited to security surveys, schedule of hearings, duty detail, inmate transfer, OPLAN, IMPLAN including firepower capabilities of any BJMP facility is strictly prohibited.

Specific Guidelines on Investigative and Law Enforcement Purpose

1. No personnel shall disclose on social media facts, agreements and details of an on-going case being investigated by the Directorate for Investigation and Prosecution, or from on-going hearing of cases and mediation at the Legal Service nor to post comment about the respondents of the case.

2. All personnel are directed to exhaust all efforts to determine, prior to release of information or posting of information on social media networks if such will violate bureau’s policy, confidentiality and legal guidelines.

3. Grievances and complaints of personnel shall be addressed directly to the Grievance Committee of the bureau or to other proper forum and not through social media.

4. The Chief, Community Relations Service Division in the region shall monitor social media accounts of every jail and personnel within his jurisdiction and report any action or violation of the provision of this policy.

Specific Guidelines on Creating Bureau-Related Accounts

1. No forms of social media depicting, in any manner, the image of the bureau shall be created without prior approval from the Chief, BJMP.

2. All Regional Offices, district jails, city jails, municipal jails and functional offices who wish to create and maintain an account on any forms of social media for their operations and public information initiatives shall submit an application addressed to the Office of Community Relations and Media Affairs using the prescribed format. **(Please See Form A)**

3. All administrators and their direct superior shall be held fully responsible in the protection and administration of their account. For the purpose of this policy, the direct superior at the regional...
level shall be the Regional Director while the Warden and Wardresses in jail units.

4. All accounts, sites, and pages created for the BJMP must have its rules and regulations including the content guidelines and shall not contain the following:

   a. Vulgar, offensive, threatening, or harassing language;
   b. Support or opposition to any political campaigns or party;
   c. Promotion of goods or business;
   d. Infringement upon copyright and or trademarks;
   e. Discrimination on the basis of religion, complexion, age, gender, sexual preferences, physical or mental disability;
   f. Confidential information or information that may compromise the safety of the public or may lead to social confusion and chaos;
   g. Advocating illegal activity.

5. All social media accounts created for Regional Offices and jail units for uniformity purposes shall strictly follow the following content guidelines:

   a. The name of the account/group must be in capital letters with the name of the Regional Director or the Warden/Wardress of the facility

      i.e. BJMP-NCR
      J/SSupt Romeo S Vios, DSC
      Regional Director

      MANILA CITY JAIL
      J/SSupt Ruel S Rivera, DSC
      Warden

   b. The name of the account administrator and his rank and designation shall be publicly known through the account.

   c. The text of BJMP Medium term Development Plan of the J.A.I.L.S. First Program and the feedback mechanism designs (i.e. e-text/e-tawag Kay HEPE which was reformatted from I-Dial Kay Dial) be displayed on the account page.

**Specific Guidelines on Processing Applications for Social Media Accounts**

1. All request or applications for social media accounts (i.e Facebook, Tweeter, etc.) shall be endorsed by the concerned Regional Director before forwarding it to the Community Relations Service.

2. All requests shall be acted appropriately and conscientiously within five (5) working days including the date of recommendation from the time it was officially received by the National Headquarters. All actions pertaining to the application by concerned office of the National Headquarters shall be properly acted upon within the day it was received.
Specific Guidelines on the Dissemination of Policy on Use of Social Media

1. The Policy on the Use of Social Media shall be disseminated to all personnel in all jail units of the Bureau.

2. An attestation shall be issued by the Warden that it was indeed disseminated to all the personnel from his or her unit during their PI and E attached with their signatures before submitting it, within ten (10) days, to the Regional Office for their consolidation as reference on their report to the National Headquarters.

3. The Regional Office shall dispatch within two (2) days from the date they officially received the copy of this policy to lower units and shall submit report in matrix form the compliance on the requirement for the dissemination of this policy within three (3) days after the ten (10) day grace period for the Warden or Wardress of the facility to disseminate it among their staff had lapsed.

4. The Chief, CRS Division in all regional offices shall be responsible in disseminating the policy in the Regional Office while the Chief, CRS should handle the dissemination at the National Headquarters.

VI. PENALTIES

Any infraction of this rule committed by any concerned personnel of the Bureau shall constitute misconduct and shall be dealt with in accordance with the BJMP Administrative Disciplinary Machinery.

VII. SEPARABILITY CLAUSE

If any provision of this rule is rescinded or modified accordingly by a subsequent rule and or declared illegal by any court, any section not affected by such rescission, modification or declaration shall remain in force and effect.

III. EFFECTIVITY CLAUSE

This Standard Operating Procedure shall take effect (15) days after its dissemination in all regional offices nationwide.

DIONY D. MAMARIL, CES(E)
OIC, BJMP
**APPLICATION FORM ON CREATING SOCIAL MEDIA ACCOUNT**

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<th>Account Name Being Applied</th>
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Name of the Applicant

Rank/Designation

Name of Jail and Region