

INTERSTATE COMMISSION FOR
ADULT OFFENDER SUPERVISION

01-2025 - SOCIAL MEDIA POLICY

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I. Objective

To strategically use social media to enhance stakeholder engagement, increase public awareness, and share accurate, consistent information in support of the Interstate Commission for Adult Offender Supervision's (ICAOS) mission of public safety, transparency, and interstate collaboration.

II. Applicability

This policy applies to all ICAOS-managed social media accounts, including but not limited to LinkedIn, Instagram, Facebook, YouTube, Vimeo, and X. It governs content, tone, platform use, and oversight.

III. Policy

A. Purpose

The primary purpose of ICAOS's social media presence is to:

1. Promote Transparency: Provide clear, accurate information regarding the Commission's work, rules, and committee activities, while proactively addressing misinformation.
2. Inform and Educate: Share timely updates on rule changes, training opportunities, Commission events, and frequently asked questions.
3. Increase Visibility: Highlight the Commission's mission, accomplishments, and its role in supporting public safety through interstate collaboration.
4. Encourage Engagement: Recognize state-level successes, respond to inquiries, and connect with the public with useful and relevant resources.

B. Official Platforms

ICAOS's social media activities may include but are not limited to:

(Additional platforms may be added based on audience needs or emerging trends.)

1. LinkedIn: To engage justice professionals, policymakers, and agency partners.
2. Instagram: To promote events, resources, and public education.

3. Facebook: To support longer-form content, event promotion, and stakeholder engagement.
4. YouTube (or Vimeo): To host Commission training videos, webinars, and recorded events.
5. X (formerly Twitter): To provide timely updates and brief communications as appropriate.

C. Governance and Oversight

1. The Education and Implementation Manager shall oversee social media content creation, scheduling, and engagement tracking.
2. The Web Development Manager shall provide technical support and ensure proper platform functionality.
3. The Executive Director retains final authority for social media oversight, content approval, and policy compliance.

D. Communication Style and Standards

1. All social media posts will maintain a professional, nonpartisan, and clear tone. Political commentary, casual language, and personal opinions are strictly prohibited.
2. Content shall remain respectful, neutral, and consistent with ICAOS's mission and values. Plain language and inclusive terminology will be used to ensure clarity and accessibility.
3. Humor, slang, and sarcasm will be avoided to preserve professionalism and maintain a consistent voice across all ICAOS communications.

E. Content Strategy

1. Content will be posted on a biweekly schedule. Posting frequency may increase to support key initiatives such as rulemaking, the Annual Business Meeting, or major launches (e.g., podcasts, trainings, or new resources).
2. All posts will follow a content calendar coordinated by staff. The calendar may include rule highlights, Commission updates, success stories, event announcements, and responses to FAQs.
3. All social media content shall adhere to ICAOS branding guidelines, including the use of approved logos, colors, and standard fonts.

F. Hashtags and Tagging

1. Hashtags may be utilized to increase visibility, improve discoverability, or connect with relevant conversations. The number of hashtags shall be limited to 3–5 per post to maintain clarity and professionalism.

2. Official entities, including state compact offices and partner agencies, may be tagged when relevant. Tags shall not imply endorsement or partnership unless such a relationship formally exists.
3. Tagging individual persons, including commissioners or staff, is strictly prohibited.

G. Comment Moderation and Incident Response

1. Monitoring Procedures

    A. ICAOS will review social media comments no later than the next business day. High engagement content may be reviewed more frequently as determined by staff.

    B. Comments shall be monitored during regular business hours. ICAOS may disable commenting on posts when deemed appropriate.

2. Moderation and Response Standards

    A. ICAOS reserves the right to moderate or remove comments that contain obscene or vulgar language, hate speech or discriminatory terms, or personally identifiable information (PII), including but not limited to case details, SSNs, birth dates, or contact information.

    B. All moderated or removed content shall be documented to ensure transparency. Comments shall not be removed solely on the basis of opinion or criticism.

    C. Each ICAOS managed social media account shall include a disclaimer outlining these moderation standards and referencing applicable platform policies.

    D. Constructive comments shall receive timely, fact-based responses. Misinformation shall be addressed respectfully, with reference to relevant Compact rules or official guidance.

    E. Questions related to individual supervision cases shall be referred to the appropriate state office for resolution.

3. Incident and Threat Response

    A. Any threatening, illegal, or inappropriate content shall be documented and reported immediately to the Executive Director. Scheduled social media activity may be paused if necessary.

B. Staff shall capture a screenshot of the content for documentation purposes. The original post shall not be deleted, edited, or otherwise altered.

C. When appropriate, the incident shall be reported to law enforcement, accompanied by the screenshot and direct link. The post shall be preserved if law enforcement requests retention.

D. The author of the content may be contacted privately for clarification or correction, if appropriate.

E. When public acknowledgment is warranted, ICAOS may issue a holding statement. Any subsequent updates shall be released as a formal statement from the Executive Director.

H. Performance Metrics and Evaluation

1. ICAOS shall evaluate the effectiveness of its social media efforts on a quarterly basis.
2. Evaluation shall include analysis of key performance indicators such as follower growth, post reach, engagement metrics (e.g., likes, shares, comments), website click-through rates, and community feedback.
3. A comprehensive social media performance report will be prepared and presented to the Executive Committee annually. The report shall assess the overall impact, effectiveness, and alignment of ICAOS's social media efforts with organizational goals and communication priorities.