

## USE OF OFFICIAL DHS MEDIA PROPERTY

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### I. Purpose

This Directive sets Department of Homeland Security (DHS) policy guidance prohibiting the unauthorized use of official DHS media properties, including but not limited to official DHS photographs, works of art, and recordings, by employees. This Directive strictly prohibits unauthorized use of official DHS media property, which is not to be confused with the Department's [Personal Use of Government Office Equipment](#), which permits some minimal use.

### II. Scope

This Directive applies throughout DHS, except the Office of Inspector General.

### III. Authority

- A. DHS Delegation 2001, "Delegation to the Assistant Secretary for Public Affairs"
- B. Management Directive 0480.1, "Ethics, Standards of Conduct"

### IV. Definition

- A. **Employee**: For purposes of this Directive, "employee" includes federal personnel employed by or detailed to DHS.
- B. **DHS Media Property**: For purposes of this Directive, "DHS media property" includes, but is not limited to, any photographs, works of art, recordings, or any other product developed by employees for official use and purposes.
- C. **Unauthorized Use**: For purposes of this Directive, "unauthorized use and unauthorized purposes" include any unofficial or improper use of DHS media property, including use of DHS media property for personal gain.

## V. Responsibilities

- A. The **Assistant Secretary for Public Affairs**:
  - 1. Establishes policy and exercises final review and approval for the use of official DHS media property; and
  - 2. Coordinates with affected Component Heads.
- B. **Component Heads**:
  - 1. Ensure compliance with this Directive; and
  - 2. Coordinate with the Office of Public Affairs providing any mission critical requirements, regarding the use of official DHS media property.
- C. The **General Counsel**:
  - 1. Through the **Agency Ethics Official**, provides ethics advice to employees and officials within their area of responsibility.
  - 2. Through the **Intellectual Property Group**, provides intellectual property advice associated with the use of official DHS properties.

## VI. Policy and Requirements

- A. The unauthorized use of DHS media properties by employees is prohibited. Unauthorized use of official DHS media property may result in administrative action ranging from counseling to removal, as well as any criminal penalties or financial liability depending on the severity of the unauthorized use.
- B. Employees may not use DHS media property for any personal gain or in any way that conflicts with their employment with DHS and the federal government.
- C. Employees requiring contractor services or supplies are responsible for identifying the contracts and procurements to which this Directive applies.

## VII. Questions

Address any questions concerning this Directive to the Office of Public Affairs.

  
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Claire M. Grady  
Under Secretary for Management

  
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Date