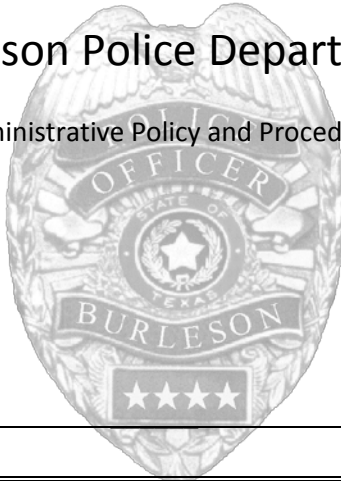


Burleson Police Department

Administrative Policy and Procedures

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CALEA Standards Referenced:



ISSUING AUTHORITY: _____

POLICY

The Burleson Police Department will engage in the use of social media with a goal of disseminating accurate and timely information. Social media provides a new and potentially valuable means of assisting the department and its personnel in meeting community outreach, problem-solving, investigative, crime prevention and related objectives, This policy identifies potential use that may be explored or expanded upon as deemed reasonable by administrative and supervisory personnel. The department also recognizes the role that these tools play in the personal lives of some department personnel. The personal use of social media can have bearing on departmental personnel in their official capacity. This policy pertains only to official communication by the Burleson Police Department. As such, this policy provides information of a precautionary nature as well as prohibitions on the use of social media by department personnel.

DEFINITIONS

- A. Blog – A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Web log."
- B. Department – For purposes of this policy, department refers to the Burleson Police Department.
- 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 themselves on a social networking site.

- F. Social Media – A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, MySpace), micro blogging sites (Twitter, Nixle), photo- and video sharing sites (Flickr, YouTube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).
- G. Social Networks – Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.
- H. Speech – Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.
- I. 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.

PROCEDURE

- A. On the Job Use – Department Sanctioned Presence
 - 1. General Statements
 - a. Management of all department social media sites or pages falls under the direction of the Chief of Police. The Support Bureau Captain will oversee the daily operations of the department's social media to ensure appropriateness of postings and management of responses.
 - b. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.
 - 1) Content is subject to public records laws. Relevant records retention schedules apply to social media content.
 - 2) Content must be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies.
 - c. Each social media page shall include:
 - 1) An introductory statement that clearly specifies the purpose and scope of the agency's presence on the website.
 - 2) An indication that they are maintained by the Department and the Department's contact information.
 - 3) A statement that the opinions expressed by visitors to the page(s) do not reflect the opinions of the Department, and that the Department monitors the page and reserves the right to remove obscenities, off-topic comments, in addition, personal attacks as well as any comments that might infringe upon another's rights.
 - 4) A statement that content posted or submitted for posting is subject to public disclosure.

- 5) A link to the Department's official website.
- d. Social media page(s) may be designed to target a specific audience such as youth or potential police recruits, but in general, will be of interest to anyone.
2. Responsibilities of Personnel Representing the Department in Social Media Settings:
 - a. Posting of departmental information to social media sites will ordinarily be the responsibility of members of the Burleson Police Department Social Media Team. Postings by other agency members will be at the approval of the Chief of Police or their designee. Personnel representing the Department via social media outlets shall:
 - 1) Conduct themselves at all times as representatives of the Department and accordingly, shall adhere to all department standards of conduct and observe conventionally accepted protocols and proper decorum.
 - 2) Identify themselves as a member of the Department.
 - 3) Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.
 - 4) Not make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecutions, nor post, transmit, or otherwise disseminate confidential information, including photographs, audio materials, or videos, related to department training, activities, or work-related assignments without the express permission of the Chief of Police or a Department Public Information Officer.
 - 5) Restrict any information regarding juveniles that might lead to their identity (i.e., names, photos, etc.).
 - 6) Not conduct political activities or private business.
 - b. The use of department computers by department personnel to access social media is prohibited without authorization of the Chief of Police or their designee.
 - c. Department personnel use of personally owned devices to manage the Department's social media activities or in the course of official duties is prohibited without the express permission of the Chief of Police or their designee.
- B. Some departmental objectives of using social media are, but not limited to:
 1. As an investigative tool in cases such as:
 - a. Missing persons,
 - b. Wanted persons,
 - c. Gang participation ,
 - d. Crimes perpetrated online (i.e., cyber bullying, cyber stalking); and
 - e. Photos or videos of crime posted by a participant or observer.
 2. Social media can be used for community outreach and engagement by:

- a. Providing crime prevention tips,
 - b. Sharing crime maps and data; and
 - c. Soliciting tips about unsolved crimes.
3. Social media can be used to make time-sensitive notifications related to:
 - a. Road closures,
 - b. Special events,
 - c. Emergency situations, and
 - d. Missing or endangered persons.
 4. Specific information related to criminal acts will only be released through the Public Information Officer or when authorized by the Chief of Police (ref. BPD Administrative Policy 05-003).
- C. Personal Use of Social Media Sites
- Barring state or federal law to the contrary, all members of the Burleson Police Department will abide by the City of Burleson Human Resources Policy Manual, Social Media Use.