

## 1.1600 SOCIAL MEDIA

- A. The agency endorses the use of social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. Listing individual social media types, brand names, etc. is impractical because of the ever-emerging nature of these communications platforms.
- B. The agency's official social media presence is limited only by the agency's resourcefulness to lawfully use these various tools.
- C. Any public, official presence in social media by the agency:
  - 1. Must be approved by the Chief or designee and be overseen by a commander specified by the Chief;
  - 2. Be clearly marked as maintained by the agency, with contact information clearly displayed, and state that any posted comment is subject to public disclosure;
  - 3. Will conform to all applicable directives;
  - 4. State that any opinions posed by visitors do not necessarily represent the agency's opinion and that posted comments will be monitored with the agency maintaining the right to remove obscenities, off-topic comments, personal attacks and other inappropriate content.
- D. Employees who participate in the agency's public, official social media presence will:
  - 1. Clearly identify themselves as agency employees;
  - 2. Conduct themselves at all times as representatives of the agency and consistent with applicable directives;
  - 3. Release only approved content and information. See also

## 2.450 PUBLIC INFORMATION & MEDIA RELATIONS.

- E. The agency's use of the internet and social media platforms to investigate criminal activities and to collect criminal and homeland security intelligence is limited to only those law enforcement activities approved by the chief or designee and overseen by a commander specifically designated by the Chief.
  - 1. Investigative social media accounts will not be used for personal use.
  - 2. Officers conducting investigations using internet or social media resources will do so only while working on-duty and in official capacity.
    - a. Investigating officers will not access or download any items that are illegal while using personal computers on their home networks, internet café, or other non-departmental internet access points.
    - b. Social media accounts or websites that contain, upload, download or present any type of digital information pertaining to child pornography, exploitation of children, terrorist activities, sales of illegal drugs or other sensitive crime will be accessed only by authorized officers assigned to specific investigations using specifically designated computers.
- F. Potential Uses
  - 1. Social media is a valuable investigative tool when seeking evidence or information about:
    - 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 a 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. Offering online reporting opportunities;
    - c. Sharing crime maps and data; and
    - d. Soliciting tips about unsolved crimes (i.e., Crimestoppers, text alerts).
  - 3. Social media can be used to make time sensitive notifications related to:

- a. Road closures;
- b. Special events;
- c. Weather emergencies;
- d. Missing or endangered persons.
- 4. Persons seeking employment and volunteer positions use the internet to search for opportunities, and social media can be a valuable recruitment tool.
- 5. The agency will include internet-based content to the searches that background investigators employ in their investigations within applicable laws and regulations.
- G. Employees who choose to maintain or participate in personal social media activities:
  - 1. Should be aware that disseminated information is not necessarily private or protected and may be relevant in criminal, civil, and administrative proceedings;
  - 2. Will conduct these activities lawfully, ethically, consistent with any applicable university and agency directives, and in ways that are respectful, honest, and accurate;
  - 3. Will not disseminate any information to which they have access solely as a result of employment with this agency unless the information has already been officially released to the public or permission has been granted by the Chief or a designee;
  - 4. May post images of agency uniforms, vehicles or other similar identifying images that are taken at official agency or other law enforcement sponsored events and community events. These events may include, but are not limited to:
    - a. Special Olympics events;
    - b. Awards ceremonies;
    - c. Funerals or memorial services;
    - d. University sponsored events;
    - e. Police Memorial Week events;
    - f. Fraternal Order of Police sponsored events; and/or
    - g. Concerns of Police Survivors events, etc.
  - 5. Must obtain permission to post other images which do not have preapproval for posting as listed in section G4 of this policy by the Chief, employee's Bureau Commander, or a designee;
  - 6. May identify themselves as employees of the agency and thereby be held responsible and accountable for representing the agency positively and professionally in their social media activities, and should not represent themselves as a spokesperson for the agency.
- H. NC4 is a resource that the agency has that can be used for investigations on social media sites. The Information Analysis Unit and the Criminal Investigation Unit will be utilizing this tool for investigations
  - 1. NC4 should only be utilized during working hours for official purposes. Personal social media accounts should be not used to link to the NC4 site.
  - 2. NC4 shall not be used for personal use to include, but not limited to, looking to see what someone you know is posting or monitoring a person, event, or group, that is not for work purposes.
  - 3. NC4 can be used to monitor social media for events, suspicious activity, illegal activity, protests, and parties. If any criminal activity is found on NC4, the user should take a screenshot of the post, copy the NC4 link, and insert the screenshot, link, and any relevant information into an email to the appropriate person.
  - 4. IT will establish accounts for NC4 and a user will be disabled if they are not actively using it. The Information Analysis Unit Manager will assist in deciding who gets an account.
    - a. In order to get an account with NC4, this policy must be signed and the user must have a full understanding of the policies.

5. If a user comes across information that references an event that is being monitored, suspicious activity, illegal activity, protests, or a party and the post is from someone they know, they are expected to notify the Information Analysis Unit Manager immediately. This information cannot be hidden or not disclosed. A violation of the rules for NC4 or any of this Social Media Policy will have your account immediately deactivated.