



CONCORD POLICE DEPARTMENT

STANDARD OPERATING PROCEDURE

SOCIAL MEDIA

GENERAL ORDER: 07.08

CREATED: September 15, 2009

ISSUE DATE: September 30, 2019

ACTION: Amends and renames original general order

EFFECTIVE DATE: October 7, 2019

07.08.0 **PURPOSE**

The purpose of this general order is to establish guidelines with respect to the use of the web pages, internet postings, and social media platforms managed by the Concord Police Department, City of Concord, and an individual coworker.

07.08.1 **POLICY**

It shall be the policy of the Concord Police Department that social media shall be utilized in a thoughtful, targeted manner to further the agency's community outreach and crime prevention goals. The department also recognizes and respects the rights of its coworkers to participate on social media platforms. However, coworkers must ensure that their online content is consistent with the policy and procedures of both the City of Concord and the Concord Police Department, to include the Code of Conduct.

07.08.2 **DEFINITIONS**

A. PAGE

The specific portion of a social media website where content is displayed.

B. POST

Content shared on a social media site or the act of publishing content on a site.

C. PROFILE

Information that a user provides about an individual or an agency on a social networking site.

D. SOCIAL MEDIA

A category of Internet-based resources that integrate user-generated content and user participation.

E. SOCIAL NETWORKS

Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

F. SPEECH

Expression or communication of thoughts or opinions in spoken words; in writing; or by expressive conduct, symbolism, photographs, video, or related forms of communication.

07.08.3 **SOCIAL MEDIA USE**

A. DEPARTMENT USE OF SOCIAL MEDIA

1. All department social media sites or pages shall be approved by the Chief of Police or designee.
2. Only the Chief of Police, or designee, may post, comment, or reply on a social media site on behalf of the Concord Police Department.
3. The Concord Police Department shall clearly identify its official social media accounts.
4. Coworkers representing the department via social media outlets shall:
 - a. Adhere to the department's Code of Conduct;
 - b. Not make statements regarding the innocence or guilt of any suspect or arrestee;
 - c. Not disseminate confidential information, to include photographs or videos, without permission from the Chief of Police or designee.
 - d. Ensure that all content is accurate and in compliance with department general orders.
5. Information which can be posted on department social media sites are, but not limited to:
 - a. When seeking information from the public regarding criminal activity, missing or wanted persons, or identity of a suspect;
 - b. Community outreach (e.g. crime prevention tips, community meetings);
 - c. Time sensitive notifications (e.g. road closures, weather emergencies).

B. USE OF PERSONAL SOCIAL MEDIA

1. Coworkers may post pictures or videos **of themselves** in uniform, or display department logos at their discretion provided that such display is tasteful and does not bring discredit or shame to the Concord Police Department or City of Concord.

2. Coworkers shall not authorize any other party to use photographs or other depictions of department uniforms, badges, patches, marked patrol cars, or any other item or material which is identifiable to the Concord Police Department or City of Concord without prior permission from the Chief of Police, or designee.
3. Coworkers are prohibited from posting, broadcasting, or disseminating photographs, images, video, audio or other information related to any investigation conducted by the Concord Police Department on a personal or private social media account. Exceptions include re-posting such information on a private or personal account **after** an official department post is made on a department or city account.
4. Coworkers shall not discuss or divulge confidential department information on social media nor any other medium of communication included in this general order.

NOTE: Understand that personal social media posts or information shared publicly on the internet or a social media platform by coworkers, pursuant to their official duties, is not considered protected First Amendment free speech. Such posts or information, if determined to violate department or city policy, may subject a coworker to disciplinary action.

5. Coworkers shall not post, broadcast, or otherwise disseminate any sexual, violent, racial, ethnically derogatory materials, comments, pictures, artwork, or video on social media nor any other medium of communication included in this general order.
6. Coworkers shall not post any material that may discredit, or adversely affect the efficiency, integrity, or operations of the Concord Police Department.
7. Coworkers shall not post comments or materials related to coworker disciplinary actions or internal investigations.
8. Coworkers are prohibited from accessing social media related websites or apps while on duty for personal reasons, unless such access is related to an ongoing investigation or a legitimate work related matter.
9. Coworkers are prohibited from utilizing department resources to access their **personal** social media accounts.
10. Coworkers undertaking covert operations are strongly encouraged not to post any personal identifying information to social media platforms on the internet that may identify them or anyone connected to them as police officers. Posting such information may jeopardize their safety, the safety of their family, co-workers and/or any ongoing or future investigations.

11. Coworkers shall report any undesirable posting of personal identifying information about themselves by another person through their chain of command.



GARY J. GACEK
CHIEF OF POLICE