

JUNEAU POLICE DEPARTMENT



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Title:	Social Media	Chapter: 3.405
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I. PURPOSE

The Department endorses the secure use of social media to enhance communication, collaboration, and information exchange to foster community involvement and awareness of JPD activity. This policy establishes this department's position on the utility and management of social media and provides guidance on its management, administration, and oversight. This policy is not meant to address one particular form of social media, rather social media in general, as advances in technology will occur and new tools will emerge.

II. POLICY

Social media provides a means of assisting the Department and its personnel in meeting community outreach, problem-solving, investigation, crime prevention, and related objectives. This policy identifies potential uses 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 a bearing on personnel in their official capacity. As such, this policy provides information of a precautionary nature as well as prohibitions on the use of social media by Department personnel.

III. DEFINITIONS

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."

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Page – The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.

Post – Content that an individual shares on a social media site or the act of publishing content on a site.

Profile – Information that a user provides about themselves on a social networking site.

Social Media – A category of digital technology using Internet-based applications that integrate user-generated content and user participation to instantly share information. This includes, but is not limited to, social networking sites (Facebook, LinkedIn), microblogging sites (Twitter, Nixle), photo and video-sharing sites (Instagram, Snapchat, Pinterest, YouTube, TikTok), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).

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

Speech – Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, sounds, images, video, or related forms of communication.

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.

Wiki – Web page(s) that can be edited collaboratively.

IV. COMMUNICATIONS ON BEHALF OF THE AGENCY

A. Strategy

1. Where possible, each social media page should include an introductory statement that clearly specifies the purpose and scope of JPD's presence on the website.
2. The page(s) should link to the Department's official website.

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3. Social media posts or advertising may be designed for a target audience, such as, youth or potential police recruits or provide general information to the public.

B. Procedures

1. Department social media sites or pages shall be approved by the Chief of Police.
2. Where possible, social media pages should clearly indicate they are maintained by the Department and should have Department contact information prominently displayed.
3. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.
 - a. Content is subject to public records laws and CBJ's records retention schedule.
 - b. Content shall be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies.
4. When representing JPD via social media, personnel shall adhere to the follow protocol:
 - a. Conduct themselves at all times as representatives of the Department and, accordingly, adhere to all Department standards of conduct;
 - b. Identify themselves as a member of the Department;
 - c. 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 or videos, related to JPD training, activities, or work-related assignments without express written permission;
 - d. Not conduct political activities or private business.
5. Employees are prohibited from using City computers to access social media sites when it interferes with regular duties.
6. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

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7. Social media must not be used to transmit information or knowingly connect to sites for an unlawful or prohibited purpose.
8. Social media accounts associated with JPD will be accessed and managed by specific users as authorized by the Chief of Police.

C. Potential Uses

1. Social media is a valuable investigative tool when seeking evidence or information about the following:
 - a. Missing people
 - b. Wanted people
 - c. Gang participation
 - d. Crimes perpetrated online
2. Social media can be used for community outreach and engagement by the following:
 - a. Providing crime prevention tips
 - b. Offering online-reporting opportunities
 - c. Sharing crime maps and data
 - d. Soliciting tips about unsolved crimes
 - e. Answering general questions from the community
3. Social media can be used to make time-sensitive notifications related to the following:
 - a. Road closures
 - b. Special events
 - c. Weather emergencies
 - d. Missing or endangered people
4. People seeking employment and volunteer positions use the internet to search for opportunities, and social media can be a valuable recruitment mechanism.

D. Background Investigations

1. Internet searches of social media sites will be included in background investigations of potential employees.
2. Search methods shall not involve techniques that are a violation of existing law.

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3. Vetting techniques shall be applied uniformly to all candidates.
 - a. Background investigators shall screen protected class information so that it is not included in the background investigation file.
4. Every effort shall be made to validate internet-based information considered during the hiring process.

V. PERSONAL USE

A. Precautions

1. JPD employees are free to express themselves as private citizens on social media sites to the degree that their speech does not impair working relationships of the department, impede the performance of duties, impair discipline and harmony among coworkers, or negatively affect the public perception of the Department for which integrity and confidentiality are important.
2. As public employees, Department personnel are cautioned that speech on or off-duty, made pursuant to their official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed detrimental to the Department.
 - a. Department personnel should assume that their speech and related activity on social media sites will reflect upon their office and this department.
 - b. JPD Rules of Conduct shall be followed when publishing information or posts to social media.
3. For safety and security reasons, Department personnel are advised not to disclose their employment with this department nor post information pertaining to any other member of the Department without their permission.
4. Employees should not display Department logos, uniforms, or similar identifying items on personal web pages in a way that creates perception that their viewpoint is that of the Department.
5. Employees are advised to take care when posting personal photographs or providing similar means of personal recognition that may cause them to be identified as a JPD employee.

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- a. This precautionary advice is in place to avoid any perception that the contents of personal pages and sites constitute official communication from JPD or CBJ.
6. When using social media on or off duty, Department personnel should be mindful that their speech becomes part of the worldwide electronic domain, and postings should be considered permanent.
7. Department personnel should be aware that they may be subject to civil litigation for any of the following
 - a. Publishing or posting false information that harms the reputation of another person, group, or organization (defamation)
 - b. Publishing or posting private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person
 - c. Using someone else's name, likeness, or other personal attributes without that person's permission for an exploitative purpose
 - d. Publishing the creative work of another, trademarks, or certain confidential business information without the permission of the owner
8. JPD employees should be aware that privacy settings and social media sites are constantly in flux, and they should never assume that personal information posted on such sites is protected.
9. Department personnel should expect that any information created, transmitted, downloaded, exchanged, or discussed in a public online forum may be accessed by the Department at any time without prior notice.

B. Prohibitions

1. JPD employees shall not post, transmit, or otherwise disseminate any information to which they have access as a result of their employment without written permission from the Chief of Police or his designee.
2. Officers who are, or who may reasonably be expected to work in undercover operations, shall not post any form of visual or personal identification.

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3. Other prohibited conduct includes the following:
 - a. Speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, or any protected class of individuals.
 - b. Speech involving themselves or other Department personnel reflecting behavior that would reasonably be considered reckless or irresponsible.

C. Reporting Violations

1. Any employee becoming aware of or having knowledge of a posting or of any website or web page associated with JPD in violation of the provision of this policy shall notify their supervisor immediately.

Ed Mercer

A handwritten signature in dark ink, appearing to read "Ed Mercer".

Chief of Police