

Department Use of Social Media

325.1 SOCIAL MEDIA PURPOSE AND SCOPE

This policy provides guidelines to ensure that any use of social media on behalf of the department is consistent with the department mission.

This policy does not address all aspects of social media use. Specifically, it does not address:

- Personal use of social media by department members (see the Employee Speech, Expression, and Social Networking Policy).
- Use of social media in personnel processes (see the Recruitment and Selection Policy).
- Use of social media as part of a criminal investigation, other than disseminating information to the public on behalf of this department (see the Investigation and Prosecution Policy).

325.1.1 SOCIAL MEDIA DEFINITIONS

Definitions related to this policy include:

Social media - Any of a wide array of Internet-based tools and platforms that allow for the sharing of information, such as the department website or social networking services.

Approved Social Media Service - A social media service i.e., Facebook, Twitter, YouTube, etc. that has been approved for use by the Chief.

325.2 SOCIAL MEDIA POLICY

The Unified Police Department may use social media as a method of effectively informing the public about department services, issues, investigations, and other relevant events.

Department members shall ensure that the use or access of social media is done in a manner that protects the constitutional rights of all.

325.3 SOCIAL MEDIA AUTHORIZED USERS

Only members authorized by the Chief or the authorized designee may utilize social media on behalf of the department. Authorized members shall use only department-approved equipment during the normal course of duties to post and monitor department-related social media unless they are specifically authorized to do otherwise by their supervisors.

The UPD Community Relations Unit has been approved and authorized by the Chief to be the authorized division to publish and establish UPD social media sites, administer and manage appropriate content, and post and respond to public social media posts.

Unified Police Department of Greater Salt Lake
Law Enforcement Policy Manual

Department Use of Social Media

Requests to post information over department social media by members who are not authorized to post should be made through the member's chain of command.

325.3.1 UPD FACEBOOK PROCEDURE

The UPD Community Relations Unit maintains the authorized main UPD Facebook page. The UPD Facebook page replicates and downloads to each authorized precinct / division Facebook page. Additional precinct / community related posts may be added to precinct / division posts upon approval of the Commander / Administrator.

325.3.2 SOCIAL MEDIA DISCLAIMER

All UPD social media sites will incorporate the following legal disclaimer:

The purpose of this site is to present matters of public interest. We encourage you to submit your questions, comments, and concerns but please note this is a moderated online discussion site and not a public forum. Once posted, UPD reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group. Further, UPD also reserves the right to delete comments that are: (i) spam or include links to other sites; (ii) clearly off topic; (iii) advocate illegal activity; (iv) promote particular services, products, or political organizations; or (v) infringe on copyrights or trademarks.

Please note that the comments expressed on this site do not reflect the opinions and position of the UPD Board of Directors, the UPD member entities, the Chief, or UPD members. If you have any questions concerning the operation of this online moderated discussion site, please contact the sponsoring Unified Police Department agency.

325.3.3 SOCIAL MEDIA LINK

All sites will provide a link to the official UPD website, UPD social media policy, provide UPD contact information, and include the following statement:

This site is not a mechanism to be used for resolving concerns or for reporting a public safety emergency. In an emergency call 9-1-1. For all non-emergencies, call 801-840-4000.

325.3.4 OTHER REQUIREMENTS

All UPD authorized social media sites are subject to IT security policies, GRAMA records and retention policies, Human Resources policies, and UPD Standards of Conduct policies.

Unified Police Department of Greater Salt Lake
Law Enforcement Policy Manual

Department Use of Social Media

325.4 SOCIAL MEDIA AUTHORIZED CONTENT

Only content that is appropriate for public release, that supports the department mission and conforms to all department policies regarding the release of information may be posted.

Examples of appropriate content include:

- (a) Announcements.
- (b) Tips and information related to crime prevention.
- (c) Investigative requests for information.
- (d) Requests that ask the community to engage in projects that are relevant to the department mission.
- (e) Real-time safety information that is related to in-progress crimes, geographical warnings, or disaster information.
- (f) Traffic information.
- (g) Press releases.
- (h) Recruitment of personnel.

325.4.1 INCIDENT-SPECIFIC USE

In instances of active incidents where speed, accuracy, and frequent updates are paramount (e.g., crime alerts, public safety information, traffic issues), the Public Information Officer or the authorized designee will be responsible for the compilation of information to be released, subject to the approval of the Incident Commander.

325.5 SOCIAL MEDIA PROHIBITED CONTENT

Content that is prohibited from posting includes, but is not limited to:

- (a) Content that is abusive, discriminatory, inflammatory, or sexually explicit.
- (b) Any information that violates individual rights, including confidentiality and/or privacy rights and those provided under state, federal or local laws.
- (c) Any information that could compromise an ongoing investigation.
- (d) Any information that could tend to compromise or damage the mission, function, reputation or professionalism of the UPD or its members.
- (e) Any information that could compromise the safety and security of department operations, members of the department, victims, suspects, or the public.
- (f) Any content posted for personal use.
- (g) Any content that has not been properly authorized by this policy or a supervisor.
- (h) Personal information of an officer, or the officer's immediate family member, without written permission (UCA 53-18-102; UCA 53-18-103).

Unified Police Department of Greater Salt Lake
Law Enforcement Policy Manual

Department Use of Social Media

Any member who becomes aware of content on this department's social media site that they believe is unauthorized or inappropriate should promptly report such content to a supervisor. The supervisor will ensure its removal from public view and investigate the cause of the entry.

325.5.1 PUBLIC POSTING PROHIBITED

The purposes of UPD authorized media sites are to present matters of public interest and to serve as a moderated online discussion site. They are not a public forum.

Department social media sites shall be designed and maintained to prevent posting of content by the public.

Public questions are encouraged and UPD Community Relations Unit will respond.

Public questions, comments and concerns are encouraged but are subject to the UPD Terms of Use posted on each social media site.

Posts from the public will be required to provide an identifier. Social media responses from anonymous social media authors may not be allowed.

The UPD Community Relations Unit will maintain a record of any designated inappropriate content including the name or identity of the poster; the dates the material was submitted and removed; and the reason for disapproval or removal. This record will be retained pursuant to the appropriate records retention schedule.

If member misconduct is identified; the information will be forwarded to the responsible member's Commander / Administrator.

325.6 RETENTION OF RECORDS - SOCIAL MEDIA

The Public Information Officer should work with the Custodian of Records to establish a method of ensuring that public records generated in the process of social media use are retained in accordance with established records retention schedules.

325.7 SOCIAL MEDIA POLICY ENFORCEMENT

Anyone found to have knowingly violated this policy shall be subject to disciplinary action, including but not limited to temporary loss of network connectivity, loss of Internet access, or complete and permanent termination of access to any UPD network. Cumulative violations may lead to other disciplinary action up to and including dismissal from UPD employment.