

Department Use of Social Media

321.1 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).

321.1.1 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

321.2 POLICY

The Redding 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.

Members also are required to follow the City Policy in regard to social media. For further see attached City Policy - Social Media Use Policy and Procedures.

[See attachment: COR Social Media Policy.pdf](#)

321.3 AUTHORIZED USERS

The Redding Police Department will have a Social Media Team supervised by a Corporal and/or Sergeant. A Lieutenant and/or Captain will serve as the Program Manager. Only members authorized by the Chief of Police 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 Chief of Police may develop specific guidelines identifying the type of content that may be posted. Any content that does not strictly conform to the guidelines should be approved by a supervisor prior to posting.

Redding Police Department

RPD 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 RPD Social email and/or reddingpolice.org. A social media team member will approve and post the request, if deemed appropriate.

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

321.4.1 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.

321.5 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 Redding Police Department 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.

Redding Police Department

RPD Policy Manual

Department Use of Social Media

Any member who becomes aware of content on this department's social media site that he/she believes is unauthorized or inappropriate should promptly report such content to the Social Media Team supervisor or program manager. The on-duty supervisor should be contacted if they are not available. The supervisor will ensure its removal from public view and investigate the cause of the entry.

321.5.1 PUBLIC POSTING PROHIBITED

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

The Department may provide a method for members of the public to contact department members directly.

321.6 MONITORING CONTENT

The Social Media Team will review, at least annually, the use of department social media and report back on the resources being used, the effectiveness of the content, any unauthorized or inappropriate content and the resolution of any issues.

321.7 RETENTION OF RECORDS

Retention of social media records will be in accordance outlined in the City Social Media Policy.

321.8 TRAINING

Authorized members should receive training that, at a minimum, addresses legal issues concerning the appropriate use of social media sites, as well as privacy, civil rights, dissemination and retention of information posted on department sites.

Attachments

COR Social Media Policy.pdf

CITY OF REDDING
Personnel Policies and Procedures Manual

Section: Miscellaneous

Subject: Social Media Use Policy & Procedures

Personnel Director:  Date: 8/18/15

City Manager:  Date: 8/19/15

City Council Resolution No. (if applicable): N/A Effective Date: 8/19/15

Purpose

To address the channels for disseminating time-sensitive information quickly and to better engage with residents and businesses in communicating and obtain information about the City of Redding online, the City of Redding's (the "City") departments may consider using social media tools to reach a broader audience. The City encourages and supports the secure use of social media to further enhance the organizational goals of the City and the missions of its departments, where appropriate.

The City has an overriding interest and expectation in deciding what is "announced" or "spoken" on behalf of the City on social media sites. This policy establishes internal procedures for the use of social media. Social networking sites continue to grow in popularity and functionality, with government agencies using Social Media to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department websites and to inform more people about City activities.

Definition of Social Media: Social Media refers to activities that integrate technology, social interaction and content creation, through an internet website which provides a virtual community for people interested in a particular subject or communicating with each other. This media allows people to generate, organize, share, edit and comment on web content (commentary shall be limited to City programs or services) by means of RSS and other web feeds, blogs, mashups, widgets, wikis, podcasts and photo- and video-sharing, to name a few. Examples of such Social Media sites include, but are not limited to, Facebook, Twitter, Instagram, Pinterest, Blogs, YouTube, Flickr, and LinkedIn.

Applicability

This policy applies to all City of Redding employees and approved volunteers, consultants, service providers and contractors performing social media support or business on behalf of a City department.

Policy

City of Redding social media sites are for official purposes only. All of the City's social media sites that are posted by departments and offices will be subject to initial approval by the City Manager's

Office. Access including login and passwords to the City's social media accounts will be established and maintained by the I.T. Division. The City's website (<http://www.ci.redding.ca.us/>) will remain the City's primary and predominant internet presence. Social Media will not be the primary tool used for disseminating emergency information. The most appropriate uses of social media tools are as informational channels to increase the City's ability to broadcast its messages to the widest possible audience. When applicable, content posted to the City's social media sites will also be made available on the City's website. Wherever possible, content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Redding. As is the case for the City's website, the department's director or designee will be responsible for the content and upkeep (including maintenance and monitoring) of any social media site that department may create.

The City's social media sites shall comply with all City policies. The City's social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication may be public record. The City will coordinate archival tools for departmental social media pages. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media; provided, however, such requests shall be handled in collaboration with the City Clerk and City Attorney's Office. Content related to City business shall be maintained in an accessible format so that it can be produced in response to a request. Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting may be subject to public disclosure upon request.

The City of Redding reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. The City also reserves the right to terminate any City social media site at any time without notice.

Procedures

Whenever a department determines it has a business need for a Social Media account, it will submit a request to the City Manager's Office, or his/her designee, outlining the business need for the Social Media sites. Upon approval, the Department Director, or his/her designee, will coordinate all new accounts with the I.T. Division. This will allow I.T. to maintain a roster of active City Social Media sites, register or establish new accounts, and maintain all log-in information.

Department Directors are responsible for determining who is authorized to use social media on behalf of the Department, and for designating appropriate access levels. Authorized users shall follow the "City of Redding Content Guidelines for Social Media," established and maintained by the Personnel Department.

The I.T. Division will also approve all new social media tools proposed for City use and will maintain a list of acceptable social media tools for use by City departments and staff. The department's decision to use social media shall be a risk-based business decision. The Department's Director or designee will inform the I.T. Division of any new social media sites or administrative changes to existing sites. The City must be able to immediately edit or remove content from social media sites. All escalating social media site complaints must be forwarded and handled by the City Manager's Office or his/her designee.

City of Redding Social Media Content Guideline

Department Directors shall provide all authorized users a copy of the Personnel “Social Media Use Policy & Procedures.” All individuals authorized to post items on any of the City social media sites will review, be familiar with, and comply with the policy, the City of Redding Content Guidelines included herein, and the social media site’s use policies and terms of conditions.

The following social media tools have been approved by the City and standards have been developed for their use: Twitter, Instagram, Facebook, Pinterest, LinkedIn. The use of other sites must be approved by the I.T. Division. Once I.T. has created you new department Social Media account, the Department page must contain contact information for the City Department and/or program. For ‘type’ description, choose “government.” The City logo must be the profile picture. Social Media pages developed by the City will be branded as “official” and must include a text statement that reads, “This is an official City of Redding page.” The Information/About/Profile pages must include links to both <http://www.ci.redding.ca.us/> and the City’s Social Media Use Policy and Procedures. The primary page name must be descriptive of the department. Each department will choose carefully with due consideration given to abbreviations, slang iterations, and proper grammatical usage. Departments will include a mission statement or appropriate text in the introduction box on the Wall Page. The content of City social media sites will only pertain to City-sponsored or City-endorsed programs, services, and events.

Using the appropriate tool for the given social media account, the “About” or equivalent section should contain a department/program description and the following:

“This is an official social media page for the City of Redding. This page is maintained by the City and complies with the City’s Social Media Use Policy & Procedures. For more information about the City of Redding please visit <http://www.ci.redding.ca.us/>. This site is intended to serve as a mechanism for communication between the public and the department on the listed topics and as a forum to further the mission of the department. Any comment submitted to this page may be considered a public record which is subject to disclosure pursuant to the California Public Records Act. Public information requests must be directed to the City Public Information Officer.”

If comments are enabled on the social media site, the appropriate “Comment Policy” section must include the following disclaimer:

“Comments posted to this page will be monitored and shall be limited to City programs or services only, and inappropriate content will be removed as soon as possible. Under the City of Redding Social Media Use Policy and Procedures, the City reserves the right to remove inappropriate content, including, but not limited to, those items that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, promote illegal activity and promote commercial services or products. The City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.”

Users and visitors to the City’s social media sites shall be notified that the intended purpose of the site is to serve as a means of communication between City departments and members of the public, and that commentary shall be limited to City programs or services only. Users shall be notified that public disclosure requests must be directed to the relevant department’s director or designee. The City’s

social media site articles, posts and comments containing any of the following forms of content shall not be allowed and shall be removed as soon as possible:

- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party

Users shall be informed by posting to the City's social media sites that the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available, in accordance with the City's policy on the retention of such information. Again, as outlined in the Social Media Policy, the City will coordinate archival tools for departmental social media pages. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. The City also reserves the right to terminate any City social media site at any time without notice.

If there are postings of photos and/or videos of the public, staff must secure waivers by individuals depicted in the photo and/or video. Postings may not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.