

Departmental Use of Social Media

1012.1 DEPARTMENTAL USE OF SOCIAL MEDIA

Agency Content

- (a) Department Sanctioned Presence and Use
 1. All department social media sites or pages shall be approved by the Chief of Police or his or her designee and shall be administered by the designated departmental Public Information Officer.
 - (a) Where possible, each social media page(s) shall include an introductory statement that clearly specifies the purpose and scope of the agency's presence on the website.
 - (b) Where possible, the page(s) should link to the department's official website.
 - (c) Social media page(s) shall be designed for target audience(s) such as the City of Auburn community and residents.
 2. Where possible, social media pages shall clearly indicate they are maintained by the department and shall have department contact information prominently displayed.
 3. Social media content shall adhere to applicable laws, regulations, and policies, including all City of Auburn information technology and records management policies.
 4. Where possible, social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the department.
 - (a) Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
 5. Department personnel representing the department via social media outlets shall do the following:
 - (a) Conduct themselves at all times as representatives of the department and, accordingly, shall adhere to all department rules of conduct and observe conventionally accepted protocols and proper decorum.
 - (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 department training, activities, or work related assignments without the expressed authorization of the Chief of Police or his designee.
 - (d) Not conduct political activities or private business.
 6. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

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(b) Potential Departmental Uses of Social Media

1. Social media is a valuable investigative tool and may be used by the Auburn Police Department 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)
 - (e) Photos or videos of a crime posted by a participant or observer
 - (f) Other investigative or informational purposes
2. The department may use social media for community outreach and engagement by:
 - (a) Providing crime prevention guidelines
 - (b) Offering online-reporting opportunities
 - (c) Sharing crime maps and data
 - (d) Soliciting tips about unsolved crimes
 - (e) Other community outreach functions
3. The department may use social media to make time-sensitive notifications related to:
 - (a) Road closures
 - (b) Special events
 - (c) Weather emergencies
 - (d) Missing or endangered persons
 - (e) Departmental notices/updates
 - (f) Public safety information
 - (g) Other emergencies or important information