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| SOG#505-14 | Standard Operating Guideline | |
|  | <h1>Cumberland Road Fire Department Inc.</h1> | Approved By |
| | | Steven Parrish, Fire Chief |
| | Social Media | Effective Date |
| | | Revised Date |
| | | July 1, 2017 |

PURPOSE:

The purpose of this standard is to establish a Social Media Policy for all members of the Cumberland Road Fire Department.

OVERVIEW:

“Social Media” is the term given to websites, online tools and interactive communication technologies that allow users to interact with one another to share information, opinions, knowledge, photos and interests. Examples of social media include such web platforms as blogs, message boards, social and professional networking websites, and content sharing sites (Facebook, LinkedIn, Twitter, YouTube, Snapchat, Tumblr, Instagram, Etc.).

Social media is a great way to connect with others, exchange knowledge, share information and promote cooperation. However there are also possible risks for both firefighters and the Department related to each of the various forms of social networking. The purpose of this document is to inform members about the policy of the CRFD with regard to social media in order to ensure that they remain in compliance with this policy when using multi-media and social networking websites.

BASIC RULES / GUIDELINES:

Rules for social media continue to evolve as new technologies and social networking tools become available. This guideline maybe updated more frequently than others due to the fast pace of changes in social media.

Departmental and/or Personal Devices: i.e. Computers, Cameras, Tablets, Smart Phones, Recording Equipment, etc.

- Firefighters have no reasonable expectation of privacy when using CRFD owned or provided devices or networks.
- Any software or other downloads on CRFD equipment or devices must comply with guidelines and/or licensing compliance and protections against viruses, spyware, malware or other threats to CRFD systems.
- Social media activities should not interfere with work commitments.
- Information published on social media sites (Departmental or Personal) that involve actions while a member of the CRFD should comply with and be approved by an Officer and not violate confidentiality policies.

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|  | <h2 style="text-align: center;">Cumberland Road Fire Department Inc.</h2> <div style="border: 1px solid black; text-align: center; padding: 2px; margin: 5px auto; width: 80%;">Social Media</div> | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" data-bbox="1027 136 1424 147">Approved By</td> </tr> <tr> <td colspan="2" data-bbox="1027 147 1424 178">Steven Parrish, Fire Chief</td> </tr> <tr> <td data-bbox="1027 199 1230 210">Effective Date</td> <td data-bbox="1230 199 1424 210">Revised Date</td> </tr> <tr> <td data-bbox="1027 210 1230 262">July 1, 2017</td> <td data-bbox="1230 210 1424 262"></td> </tr> </table> | Approved By | | Steven Parrish, Fire Chief | | Effective Date | Revised Date | July 1, 2017 | |
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- Unapproved social media posts while performing actions as a member of the CRFD on departmental or personal device shall be the sole responsibility of that member. The CRFD will not be held responsible for any legal actions that may come about by any member posting to social media that is not approved by the department.
- If posting to social media, weather approved or not; you are required to identify yourself and make it clear that you are speaking for yourself and not on behalf of the CRFD, unless you are an officer or approved member acting in the capacity to provide such information.
- If you publish content online relevant to the CRFD in your personal capacity use must use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the Cumberland Road Fire Department's positions, strategies or opinions."
- Be respectful to the department, your colleagues, and the general public. Respect copyright, fair use and financial disclosure laws.
- Only members of the Department who are assigned the responsibility to post and/or update departmental social media content are authorized to post and/or update departmental social media on behalf of the Cumberland Road Fire Department on any topic in any forum or in response to any inquiry.
- Only members of the Department who are assigned the responsibility to be spokespersons are authorized to act as spokespersons on behalf of the Cumberland Road Fire Department on any topic in any forum or in response to any inquiry
- Members shall not engage in speech that is false, deceptive, libelous, slanderous, misleading or causes harm to others (including speech that constitutes hate speech or harassment). Members shall not discuss protected or confidential matters of the department on any social media platform.
- Any member that takes photographs, video, recordings, or etc. on an emergency scene or incident shall receive approval by an officer of the department and may not post any photographs, videos, recordings or etc. without reviewing such information upon returning to the station by an officer or the incident commander.
- No photographs, video, recordings, or etc. that involve persons injured or deceased at an emergency scene will be posted to any social media site- departmental or

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personal. Members may be terminated by the CRFD and/or charged by Law Enforcement for posting such photographs, video, recordings, or etc.

- All documentation at any emergency scene may be used as evidence by any Law Enforcement Agency if requested verbally or by court order.
- The following are the only approved Cumberland Road Fire Department social media outlets:

CRFD Website: <http://www.cumberlandroadfire.com>

CRFD Facebook: <https://www.facebook.com/Cumberland-Road-Fire-Department-210492665631229/>

SUMMARY:

The CRFD acknowledges that use of technology by emergency service organizations provides several useful benefits including training and the acquisition of useful information for the betterment of the organization and its members. It also allows for the dissemination of information to the public for recruitment, safety education and public relations purposes. As such, the CRFD embraces the usage of instant technology to that end; but members must follow approved guidelines and get permission if needed.

Be mindful that what you publish will be public for a long time—protect your privacy and the privacy of the CRFD. Remember, when in doubt, or if you think you might violating departmental policy or the general public rights- DON'T DO IT.