

SOCIAL NETWORKING/SOCIAL MEDIA

PURPOSE: To establish guidelines and standards for social networking and social media in all of its related forms by sworn and civilian employees of the Department. Define acceptable and unacceptable usage and/or behavior of Department employees regarding social networking and social media. For the purpose of this policy, it includes Web based technologies and sites including Internet forums, weblogs, social blogs, micro-blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking, such as e-mail and instant messaging and all similar technologies and sites that may develop in the future. Some examples are WordPress, Twitter, Facebook, MySpace, The Hotlist, Netvibes, Causes, Wikimedia, Google Reader, Digg, Trapster, Dropbox, Flickr, You Tube, Livestream, Pandora Radio, SlideShare, MouthShut.com, Yelp, Yahoo Answers, Cisco EOS, The Simms Online, Miniclip, and Vocus.

POLICY: Any employee who interacts on and/or uses social networking/social media technology and sites shall be subject to standards of conduct, both on or off-duty as defined by the Department. This policy is not intended in any way to deprive employees of their constitutional rights to free speech, but is intended to create a reasonable standard of conduct to ensure the morale of its employees and maintain and protect the integrity of the Department and the community in which it serves.

PROCEDURES:

I. INTERACTION AND USAGE

Department employees shall carefully consider whether or not to identify themselves as an employee of the Jacksonville Police Department or the City of Jacksonville. Employees should know that any information posted can be made visible to the public at large, including potential citizen contacts, suspects, witnesses, and attorneys. Any employee who chooses to identify themselves as an employee of the Jacksonville Police Department or the City of Jacksonville shall consider the following guidelines when deciding whether to post photographs, video images, audio files, or text type documents on social networks or social media sites:

- A. No Department employee shall knowingly post or disseminate information, photographs, video images, audio files, or text documents that relate to official departmental activities to unauthorized persons or entities. The following are only a few examples of such:
 - 1. Crime scenes;
 - 2. Evidence;
 - 3. Complainants or victims;
 - 4. Witnesses or informants;
 - 5. Suspects or arrestees; and/or
 - 6. Other law enforcement agency employees or equipment involved in the official business or activities of the Jacksonville Police Department and/or where the Jacksonville Police Department is assisting other law enforcement agencies with law enforcement business and/or activities.
- B. No Department employee shall knowingly post or disseminate information, photographs, video images, audio files, or text documents depicting departmental property, equipment, uniforms, emblems, or employees in any manner that, if brought to the attention of the public, could bring unjustifiable negative attention to the Department.
- C. No Department employee shall, for personal use, create, sell, or purchase a social network or social media product in which the Department or city name, image, or any representation is

- made.
- D. No Department employee shall knowingly post or disseminate information, photographs, video images, audio files, or text documents of the Department and its employees or any other employee of the City for political and/or financial gain and/or detriment of another person or entity.
 - E. Any Department employee who chooses to post their identity as an employee of this Department or this City on any social network or social media site shall assume responsibility for any posted information, photographs, video images, audio files, or text documents posted to their personal profile pages.
 - F. No Department employee shall violate any Federal Law, State Law, or Local Ordinance with regard to the Internet or World Wide Web.
 - G. Should circumstances dictate the necessity, Department employees shall obtain explicit written consent from the Chief of Police before interacting or using social networks and/or social media for any of the reasons described previously in this policy and listed above.
 - H. The Department employee(s) authorized by the Chief of Police to be the administrator, editor, or other related authority on any Department social networking or media site authorized by the City of Jacksonville and/or Jacksonville Police Department, shall follow guidelines for their positions as provided by the Chief of Police, or his designee, regarding Department sites.
 - I. As used in A.C.A. §11-2-124, no employee of this Department shall require, request, suggest, or cause a current or prospective employee to:
 - 1. Disclose his or her username and password to the current or prospective employee's social media account;
 - 2. Add an employee, supervisor, or administrator to the list or contacts associated with his or her social media account;
 - a. The following acts are not prohibited by this policy:
 - i. The act of issuing an invitation to add a current or prospective employee through a social media account, in itself, is not prohibited.
 - ii. Nothing in the statute or this rule is intended to prohibit employees, supervisors, and administrators from adding one another as social media contacts where the interaction is voluntary and no stated or implied coercion is present.
 - iii. Nothing in the statute or this rule prohibits an employer from utilizing social media as a means of advertising to the general public or recruiting prospective employees, provided there is no stated or implied threat to refuse to hire a prospective employee who exercises any right pursuant to the statute.
 - iv. Nothing in the statute or this rule prohibits an employer from requiring an employee to monitor communications from the employer by means of email or a company website.
 - 3. Change the privacy settings associated with his or her social media account.
 - J. If an employer/employee of this agency inadvertently receives an employee's username, password, or other login information to the employee's social media account through the use of an electronic device provided to the employee by this agency or a program that monitors this agency's network, the employer/this agency is not liable for the information but may not use the information to gain access to the employee's social media account.
 - K. Nothing in this policy prohibits the agency from viewing information about a current or prospective employee that is publicly available on the Internet.
 - L. Administrative Investigations: Employees who are subject to administrative investigations may be ordered to provide the Department with access to their social networking account and site when the subject of the investigation is directly, narrowly, and specifically related to the employee's performance or ability to perform his or her function within the Department or when the subject of the investigation is potentially adverse to the operation, morale, or efficiency of the Department.