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| ONEIDA COUNTY MABAS DIVISION 114 | <u>SUBJECT</u> Social Media Policy | | <u>POLICY NUMBER</u> 2 | <u>DIVISION</u> 114 MABAS |
| <u>POLICY AND PROCEDURE</u> | <u>ORIGINAL ISSUE DATE</u> 12-11-2019 | <u>EFFECTIVE DATE</u> 12-11-2019 | <u>REVISION DATE</u> | <u>PAGE</u> 1 of 4 |

PURPOSE: The purpose is to provide guidance to MABAS Division 114 members to clarify the boundaries between appropriate and inappropriate use of social media by members and to provide guidelines on the management, administration, and oversight. This policy addresses social media in general terms as technology will outpace our ability to discover emerging technology and create policies governing its use. The inappropriate use of social media may lead to actual harm and disruption to the organization in terms of the public's perception of the organization as willing to render services to them.

POLICY STATEMENT: Engaging in social media and social networking activities is a form of speech. Nothing in these rules is intended to unlawfully restrict a member's right to discuss as a private citizen, matters of public concern, nor engage in concerted activity with co-workers. Members have an affirmative obligation to avoid being perceived as a spokesperson for the MABAS Division 114.

BACKGROUND: Facebook, Twitter, Instagram, and other social media outlets and systems are available and used by many people, including division members, and MABAS Division 114 itself. Social media provides a valuable means of assisting the division in meeting community education, community information, fire prevention, and other related organizational and community objectives. This policy identifies possible uses that may be evaluated and used as deemed necessary by the division President. The division recognizes the role that social media tools may play in the personal lives of division members. This policy provides guidance of a precautionary nature as well as .restrictions and prohibitions on the use of social media by division members. The division endorses the secure use of social media to enhance communication and information exchange, streamline processes, and foster productivity with its members.

DEFINITIONS

- *Blog:* A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments.
- *Harassment:* is the systematic and/or continued unwelcome actions of one party or group intended to demean, threaten, intimidate, or alarm another party or group.
- *Hate speech:* is speech that attacks a person or group on the basis of attributes including race, ethnic origin, national origin, skin color, gender (including status as pregnant or nursing), religion, disability, age, or sexual orientation, indicating a level of intolerance or hostility that is incompatible with a commitment to serve all members of the community.
- *Post:* Content an individual shares on a social media site or the act of

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publishing content on a site.

- *Profile*: Information that a user provides about himself or herself on a social networking site.
- *Social Media*: A category of Internet-based resources that enable the user to generate content and encourage other user participation. This includes, but is not limited to, social networking sites: Facebook, Instagram, Twitter, YouTube, Wikipedia, blogs, and other sites (there are many social media sites and this is only a representative list.)
- *Social Networks*: Platforms where users can create profiles, share information, and socialize with others using a range of technologies.
- *Speech*: Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or any related forms of communication.

Spokesperson for the department: an employee/member who makes a statement: on behalf of the department; in his/her capacity as an employee or member of the department; or in such a way that it may reasonably be attributed to the department as opposed to making the statement as a private citizen. POLICY

A. Strategic Policy

1. Determine strategy
 - a. Each social media page shall include an introductory statement that clearly specifies the purpose and scope of the division's presence on the website.
 - b. Social media page(s) shall link to or reference the fire division's official website.
 - c. Social media page(s) shall be designed for the target audience(s) such as the community, civic leadership, and division members.
2. Procedures
 - a. All fire division social media sites or pages shall be approved by the Division President and shall be administered by the Division President or their designee.
 - b. Social media pages shall clearly indicate they are maintained by the Division and shall have the division logo and contact information prominently displayed.
 - c. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies of the division.
 - d. Social media content is subject to open public records laws.

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- e. Relevant records retention schedules apply to social media content.
- f. Content must be managed, stored, and retrieved to comply with open records laws.
- g. Social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the department.
- h. Social media pages shall clearly indicate that posted comments will be monitored and that the department reserves the right to remove obscenities, off-topic comments, and personal attacks.
- i. Social media pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

B. Division-Sanctioned Use

The following rules apply to division personnel acting as a spokesperson for the division via social media outlets:

- 1. Shall conduct themselves at all times as representatives of the division and shall adhere to all division standards of conduct and observe conventionally accepted protocols and proper decorum.
- 2. Shall identify themselves as a member of the division.
- 3. Shall not post, transmit, or otherwise disseminate confidential information, including photographs or videos, related to division training, responses, activities, or work-related assignments without approval from the Division President and authority having jurisdiction.
- 4. Shall never post photos of EMS patients treated by division members.
- 5. Shall not conduct political activities or private business.
- 6. Shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

C. Potential Uses

Social media is a valuable tool when providing information about:

- 1. Road closures
- 2. Special events
- 3. Weather emergencies
- 4. Updates on division programs and activities
- 5. Major ongoing events in the jurisdiction that affects the entire community

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VIOLATIONS

- 1. Reporting violations
 - a. Any member becoming aware of or having knowledge of a posting or of any website or webpage in violation of the provision of this policy shall notify the Division President immediately for follow-up action.

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 Wayne Kinnally
 Oneida County MABAS Division 114 President

 Date adopted

