

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