

## Department Use of Social Media

### 313.1 PURPOSE AND SCOPE

This policy provides guidelines to ensure that any use of social media on behalf of the Department is consistent with the department mission.

This policy does not address all aspects of social media use. Specifically, it does not address:

- (a) Personal use of social media by department members (see the Speech, Expression, and Social Networking Policy).
- (b) Use of social media in personnel processes (see the Recruitment and Selection Policy).
- (c) Use of social media as part of a compliance monitoring (see the Compliance Monitoring Policy).

#### 313.1.1 DEFINITIONS

Definitions related to this policy include:

**Social media** - Any of a wide array of internet-based tools and platforms that allow for the sharing of information, such as the department website or social networking services.

### 313.2 POLICY

The San Diego County Probation Department will use social media as a method of effectively informing the public about department services, issues, recruitment, and other relevant events.

Department members shall ensure that the use or access of social media is conducted in a manner that protects the constitutional rights of all people.

### 313.3 AUTHORIZED USERS

Only members authorized by the Chief Probation Officer or the authorized designee may utilize social media on behalf of the Department. Authorized members shall use only department-approved equipment during the normal course of duties to post and monitor department-related social media, unless they are specifically authorized to do so otherwise by their immediate supervisor.

The Chief Probation Officer may develop specific guidelines identifying the type of content that may be posted. Any content that does not strictly conform to the guidelines should be approved by a supervisor prior to posting.

Requests to post information over department social media by members who are not authorized to post should be made through the member's chain of command.

### 313.4 AUTHORIZED CONTENT

Only content that is appropriate for public release, that supports the department mission, and that conforms to all department policies regarding the release of information may be posted.

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Examples of appropriate content include:

- (a) Announcements.
- (b) Tips and information related to crime prevention.
- (c) Requests that ask the community to engage in projects that are relevant to the department mission.
- (d) Real-time safety information that is related to in-progress crimes, geographical warnings, or disaster information.
- (e) Traffic information.
- (f) Media releases.
- (g) Recruitment of personnel.
- (h) Items as authorized by the Chief, Assistant Chief and/or the Chain of Command.

#### **313.4.1 INCIDENT-SPECIFIC USE**

In instances of active incidents where speed, accuracy, and frequent updates are paramount, the Public Outreach Specialist or the authorized designee will be responsible for the compilation of information to be released, subject to the approval of the Division Chief.

#### **313.5 PROHIBITED CONTENT**

Content that is prohibited from posting includes but is not limited to:

- (a) Content that is abusive, discriminatory, inflammatory, or sexually explicit.
- (b) Any information that violates individual rights, including confidentiality and/or privacy rights and those provided under state, federal, or local laws.
- (c) Any youth-related information (Welfare and Institutions Code § 827)
- (d) Photos of in custody youth without a signed Consent and Release form.
  - 1. Youth 18 years and over only need to sign a Consent and Release form.
  - 2. Youth under 18 years of age require the court and parent (legal guardian) to sign the Consent and Release form.
- (e) Any information that could compromise an investigation.
- (f) Any information that could tend to compromise or damage the mission, function, reputation, or professionalism of the San Diego County Probation Department or its members.
- (g) Any information that could compromise the safety and security of department operations, members of the Department, victims, client, witnesses, or the public.
- (h) Any content posted for personal use.
- (i) Any content that has not been properly authorized by this policy or a supervisor.
- (j) Department training information, images and/or videos of work-related assignments without the expressed permission from the Division Chief of the affected unit.

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- (k) Any political endorsement or affiliated political subject matter.

Any member who becomes aware of content on this department's social media site that the member believes is unauthorized or inappropriate should promptly report such content through the chain of command.

The Public Outreach Specialist or authorized designee will ensure its removal from public view and investigate the cause of the entry.

#### **313.5.1 PUBLIC POSTING PROHIBITED**

Department social media sites shall be designed and maintained to prevent posting of content by the public.

The Department may provide a method for members of the public to contact department members directly.

#### **313.6 MONITORING CONTENT**

The Chief Probation Officer will appoint a supervisor to review, at least annually, the use of department social media and report back on, at a minimum, the resources being used, the effectiveness of the content, any unauthorized or inappropriate content, and the resolution of any issues.

#### **313.7 RETENTION OF RECORDS**

The Department Records Coordinator should establish a method of ensuring that public records generated in the process of social media use are retained in accordance with established records retention schedules.

#### **313.8 TRAINING**

Authorized members shall receive training that, at a minimum, addresses legal issues concerning the appropriate use of social media sites, as well as privacy, civil rights, and dissemination and retention of information posted on department sites.