

**POLICY
220**

**EFFECTIVE
DATE
11-29-21**

**Eugene
Police Department**



Social Media

220.1 PURPOSE AND SCOPE

Social media provides a potentially valuable means of meeting community outreach, problem-solving, investigative, crime prevention, recruiting and related objectives. By nature, social media is constantly changing and evolving, this policy identifies potential uses that may be explored or expanded upon as deemed reasonable by Eugene Police Department. EPD's primary online presence is the Eugene Police website. Social media will be consistent with EPD's branding, including limiting the number of social media accounts for any one platform.

The Social Media policy establishes the Department's position on the utility, management, administration, and oversight of the Department's social media. This policy is designed to address social media in general and to allow for new tools and future technologies. It also does not address personal use.

220.2 DEPARTMENT SANCTIONED PRESENCE

- a. Social Media Outreach Strategy
 1. Social media page(s) shall be designed for the purpose of enhancing relationships with members of the public:
 - For communicating current crime trends
 - Crime incidents
 - Emergencies
 - EPD programs
 - Job opportunities, and
 - for targeted outreach regarding public safety.
 2. The number of social media pages and platforms shall be limited to those that will present EPD as a cohesive agency and will not be divided by divisions or units. Platforms must be effective, consistently monitored, and updated
 3. Each social media page shall include an introductory statement reviewed by the Public Information Office and approved by the Chief of Police and/or designee. The statement must clearly specify the purpose and scope of the agency's presence on the website.
 4. Where possible, the page(s) should link to the Department's official website.

5. EPD social media will be consistent with EPD's branding.

b. Procedures

1. The sites or pages shall be initially set up and designed by the Public Information Office, then maintained and kept current by the designated program's Social Media user(s), with administrative oversight and authority by the Public Information Office to amend content. No new social media accounts/platforms will be implemented prior to the request being reviewed by the Public Information Director and approved by the Chief of Police, or designees.
2. Recommendations for new pages/sites will include the following:
 - Business need for separate outreach
 - Communications goals, target audience, length of need for site
 - Functions that cannot currently be accomplished through existing social media presence
 - Demonstration of on-going effort, rather than one-time event
 - Work unit to provide routine maintenance and monitoring.
 - Estimated staff time required.
3. There shall be multiple administrators, including the Public Information Office, for each page/account.
4. Social media pages shall clearly indicate they are maintained by EPD and shall have Department contact information prominently displayed as outlined by Policy 215 - Use of EPD Logo and by City branding policy.
5. All social media communications composed, sent, or received on Police Department equipment are the property of the City of Eugene and Police Department. Social media content shall adhere to applicable laws, regulations, and policies, including all City information technology and records management policies.
 - a. Content is subject to public records laws. Relevant records retention schedules apply to social media content.
 - b. Content must be managed, stored, and retrieved to comply with open records laws and e-discovery laws and policies.
 - c. Copyright, fair use and financial disclosure laws must be respected.
 - d. Individuals' Constitution of the United States' First Amendment rights to express their viewpoints must be protected.
 1. While pages shall clearly indicate that posted comments will be monitored with a request to "please ensure comments stay on

topic and are civil,” comments may not be removed unless and until an opinion is received from the City of Eugene Attorney. This includes hiding comments or deleting them.

- e. Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
6. When a social media site or page has become inactive, it shall be closed. Only actively-managed pages shall be allowed.

220.3 DEPARTMENT SANCTIONED USE

- a. Department personnel representing the EPD via social media outlets shall do the following:
 - 1. Conduct themselves at all times as representatives of the Department and accordingly, shall adhere to all EPD standards of conduct and policies, and observe conventionally accepted protocols and proper decorum.
 - 2. Identify themselves as a member of the Department, or a collective member of EPD.

You may provide information about programs, EPD events and activities, as well as arrests and police activity in accordance with Oregon Public Records law and Eugene Police media policy.

- 3. Be aware of and adhere to applicable laws, City Code and policies with regard to not engaging in political activities or private business on behalf of the Eugene Police Department, or as a representative of the Department or the City of Eugene.
- b. Users shall be cautious when using personally-owned devices to manage the Department’s social media activities or in the course of official duties, especially if the employee maintains personal social media accounts for the same platform on the device. The result of an inadvertent personal post to a Department account could damage EPD or employee’s reputation. Employees who are authorized to post to Department-sanctioned social media are required to undergo social media training by the Department. The training must be completed before the employee begins posting to the account.
- c. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media, including all applicable Department and City of Eugene policies regarding logo and communication standards.

220.4 APPROVED COMMUNICATION TOPICS

Social media is a valuable tool when seeking or sharing information. Eugene Police sponsored social media sites will be used for the following applications:

- a. Community outreach and engagement by:
 - providing crime prevention tips
 - involving community youth, parents and educators in positive police interactions
 - promoting community involvement and event opportunities
 - offering online-reporting opportunities
 - sharing crime maps and data, crowdsourcing
 - soliciting tips about unsolved crimes, and
 - demonstrating positive police interactions, courage, and community care.
- b. Social media can be used to make time-sensitive notifications related to:
 - emergency alerts, crime alerts, news of arrests, and information about police activity
 - road closures
 - special events
 - weather or other emergencies
 - wanted subjects, and
 - missing or endangered persons.
- c. Persons seeking employment and volunteer positions use the Internet to search for opportunities, and social media may be used as a recruitment mechanism.

220.5 EPD SOCIAL MEDIA USERS

When a program, unit or division has a social media account approved by the Chief, Public Information will work with the unit/program to design the page, and one or more individuals of that unit will be designated to maintain the site or platform. Social Media Users will be approved by that user's supervisor and will receive training by the Public Information Office prior to working on the account. The training will include how to operate the site and policies governing it.

220.6 RESPONSIBILITIES

- a. Social media users shall monitor any specific social media pages that they have been assigned and will contribute to monitoring any department-wide social media pages for reports of crime, content, and comments or direct messages needing response, as well as looking for opportunities for positive interactions with members of the public.
- b. A six-month executive update to include the most recent monthly editorial calendars, relevant statistics (i.e. followers, page likes/views, and clicks) and employee time spent on social media account maintenance will be conducted by the Public Information Office.

**Chris Skinner
Chief of Police**