

# ALBANY COUNTY FIRE DISTRICT 1

## Social Media Policy

**Approved: 9/20/2023; Luke Hawkins, Brett Wadsworth, Matt Burkhart**

### **SOCIAL MEDIA**

Definition: 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, Myspace, Twitter, YouTube, Wikipedia, blogs, and other sites. (There are thousands of these types of sites, and this is only a short list.)

- A) Department members/volunteers/employees shall not post any confidential information/photos/videos on any social media platform about Albany County Fire District 1 (ACFD1), the Departments of the District, its members/volunteers/employees, or its customers without express written permission from the District Board. *Examples include (but are not limited to) text, photo, or video such as license plates, patients/victims, department response activities, assigned duties, crime scene evidence, or identifying information.*
- B) Employees shall not use the ACFD1 logo, nor the Department's logo, insignias, or patch designs on personal social media sites. ACFD1 and Department (organizational) social media pages may use the ACFD1 logo, or the Department's logo, insignias, or patch designs.
- C) The use of ACFD1's devices and domain shall conform to applicable local, state, and federal laws. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies of the district (if present).
- D) Employees identifying themselves, explicitly or implicitly, as members of ACFD1 or a Department shall be acting in a professional role and be subject to the provisions of this policy.
- E) Employees identifying themselves, explicitly or implicitly, as members of ACFD1 or a Department shall indicate that views expressed are their own and may not represent those of ACFD1 or any District Department.
- F) Members/Volunteers/Employees are individually responsible for the content they post to social media sites.
- G) Members/Volunteers/Employees shall not post to social media sites on behalf of the Fire District without express permission of the Fire District Coordinator.
- H) Photographs published to social media sites are subject to the same requirements as printed content.

- I) Each employee/volunteer is responsible for the content which he or she posts on social media sites. Any post that potentially damages ACFD1, its mission, its partnerships, and/or its institutional image may be subject to internal scrutiny and may result in disciplinary and/or legal action.
- J) Violation of this policy by an employee/volunteer will result in discipline up to, or including, dismissal. Violations of this policy by a department (organizational account) will be subject to discipline of department and/or individuals at the sole discretion of the Fire District Board.

**Best Practices** (Informational, not part of department policy):

1. *Privacy does not exist in the world of social media. Consider what could happen if a post becomes public and how it could reflect on the individual or the organization. Search engines can discover posts years after they are created, and comments can be forwarded or copied. If you are unsure about whether something is appropriate to post, ask your Fire Chief.*
2. *Get the facts straight before posting. Review posts for content, spelling, and grammar prior to posting. Accurate posts reflect a higher level of professionalism, and it is easier to post correctly the first time than to make corrections.*
3. *Content posted on social media sites may encourage comments or discussion of opposing ideas. Responses should be carefully considered in terms of how they will reflect on the individual and the organization.*
4. *Remember that content in social media, including that intended for a small and specific audience, is or easily can be made available to the public at large. This includes members of ACFD1 of all ranks, others within our County, those within our partner agencies, and private citizens. Consider this before publishing to ensure your post will not alienate, harm, or provoke any of these groups.*