**Section 200 – Public Information and Education**

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| Public Information and Education – 200.00  |
| S.O.P # 200.03 | **District Social Media Policy** | Page: 1 of 1 |
| EFFECTIVE: 10/14/2019 | Authorized: Board of Directors |
| REVISED: |  |

**200.03.01 Applicability**

This SOP is applicable to all uniformed and non-uniformed personnel.

**200.03.02 Policy**

1. Social media provides a valuable tool to reach a large number of people quickly and efficiently. As such, the District will use its official Social Media presence to provide notification related to special events and public emergencies.
2. The District will also use its official Social Media sites to aide in community outreach and education efforts, and assist in the communication of safety advice, medical recommendations, recognition, success stories and statistics.
3. The District’s social media presence will be administered by the District’s Outreach Officer. Personnel are encouraged to submit photos, videos, articles and other materials internally for posting on the District’s public social media sites. These items can be directly submitted to the Outreach Officer.
4. District personnel have the right to use social media; however, all personnel are prohibited from accessing personal social medial while on duty if such access interferes with the performance of assigned duties. It is important to remember that misconduct of any type, regardless of whether it occurs on social media, is governed by SOP #100.10 – Code of Conduct.
5. The use of personal recording devices such as cameras, video recorders, helmet cameras, audio recorders, cell phones or any device with audio and video recorder applications are prohibited while at any incident scene without prior approval of the Chief. Members of the District shall not post photo images, video, or audio of any incident scene or patient information on any social media site.