




Scotts Valley Fire Protection District	
POLICY: 2200	SUBJECT: Social Media
DATE APPROVED: 9/11/2019	
BOARD PRESIDENT: 	FIRE CHIEF: 

I. PURPOSE

The Scotts Valley Fire Protection District (SVFPD) has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0) use by other local, state and federal government entities as an indication that social media can be used effectively to enhance constituent communications. The use of social media presents opportunity and risk to the SVFPD. In general, the SVFPD supports the use of social media technology to enhance communication, collaboration and information exchange to meet the SVFPD mission and goals.

This document establishes the SVFPD social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. Shall the SVFPD change its direction on social media use, this policy will be revised and social media activity shall be adjusted accordingly.

II. APPLICABILITY

This policy applies to all SVFPD Employees, Paid Call Firefighters, Volunteers, Board Members and Auxiliary Members.

Personnel using social media technology prior to the implementation of the SVFPD Social Media Policy shall achieve full policy compliance within 90 days of the effective date of this document.

III. POLICY

Section 1 - SVFPD Social Media Technology Use


SVFPD use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.

- 1.1 Comply with all applicable federal, state, and local laws, regulations and policies including, but may not be limited to, copyright, records retention, California Public Records Act, First Amendment, privacy laws, employment related laws and Social Media usage policies.
- 1.2 Be familiar with and carry-out social media activity in accordance with the SVFPD Social Media Participation Guidelines, where applicable.

Section 2 - SVFPD Decision to Embrace Social Media

The SVFPD decision to embrace social media shall be a risk-based decision approved by the Board of Directors and supported by a strong consideration the SVFPD mission and goals, audience, legal risks, technical capabilities and potential benefits. The SVFPD when utilizing social media shall:

- 2.1 Have a strong understanding of the risks associated with using social media in order to make an effective business decision.
- 2.2 Establish a well thought out social media strategy.
- 2.3 The Fire Chief will designate a Social Media Administrator responsible for overseeing the SVFPD social media activity and policy compliance.

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Section 3 - Access to Social Media Networks

Access to social media networks from within the SVFPD IT infrastructure is limited to personnel performing SVFPD business with sufficient Information and Technology security controls.

- 3.1 SVFPD computers, laptops, iPads, and mobile devices used to access social media sites shall have up-to-date software designed and intended to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.
- 3.3 The SVFPD website shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on the SVFPD website, the SVFPD shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

Section - 4 Authorized Use

The Fire Chief is responsible for determining who is authorized to use social media on behalf of the SVFPD, and for designating appropriate access levels.

- 4.1 Social media network access shall be limited only to those with a clear business purpose to use the forum.
- 4.2 As designated by the Fire Chief, authorized Administrative Personnel and ranks of Fire Captain and above shall have permission to create, publish or comment on behalf of the SVFPD.
- 4.3 Authorized Social Media Users shall be provided a copy of the SVFPD Social Media Policy and Standard Operating Procedure and are required to acknowledge they have read the policy and procedure and indicate their understanding and acceptance via wet signature.

Section 5 - Approved Social Media Networks

The SVFPD shall only utilize SVFPD approved social media networks for hosting official SVFPD social media sites.

- 5.1 The Fire Chief is responsible for maintaining the list of approved social media networks.
- 5.2 Social media networks on the approved list shall be reviewed bi-annually for any necessary changes.
- 5.3 The Social Media Administrator may submit a request for approval of additional social media networks as needed.


Section 6 - Official SVFPD Social Media Sites

SVFPD social media sites shall be created and maintained in accordance with SVFPD social network usage standards and with identifiable characteristics of an official SVFPD site.

- 6.1 SVFPD social media network accounts shall be created using an official SVFPD email account, when possible.
- 6.2 Sites shall contain visible elements that identify them as an official SVFPD site. Among other items, this includes displaying official SVFPD seals/logos, contact information and a link the SVFPD website.
- 6.3 SVFPD social media sites shall display, or provide a link to, the SVFPD social media disclaimer.

Section 7 - Site Content

The SVFPD is responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.


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- 7.1 The SVFPD is responsible for the content and upkeep of their social media sites.
- 7.2 The SVFPD shall remain the primary and predominant source for Internet information.
- 7.3 Social media content shall fully comply with the SVFPD social media policies.
- 7.4 Information and comments shared through social media channels shall fully comply with the SVFPD policies and shall not disclose confidential or proprietary information.
- 7.5 Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.
- 7.6 Use of sites that are not Section 508 web accessible shall contain “simple” text links to identical material on a compliant website or other social media network.
- 7.7 Electronic information posted to a social media site by the SVFPD, or a member of the public, may be considered a record subject to California’s Public Record Act.
- 7.8 It is not intended to use social media sites in a way that guarantees the right to protected free speech. The SVFPD is responsible for monitoring postings, and taking appropriate action when necessary, to protect general site visitors from inappropriate or technically harmful information and links.
- 7.9 Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):
 - 7.9.1 Comments not topically related;
 - 7.9.2 Profane language or content;
 - 7.9.3 Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
 - 7.9.4 Sexual content or links to sexual content;
 - 7.9.5 Solicitations of commerce;
 - 7.9.6 Conduct or encouragement of illegal activity;
 - 7.9.7 Information that may tend to compromise the safety or security of the public or public systems;
 - 7.9.8 Content that violates a legal ownership interest of any other party;
 - 7.9.9 Content that violates any policies regarding disclosure of confidential or proprietary information;
 - 7.9.10 SVFPD reserves the right to restrict or remove any content that is deemed in violation of its policy or any acceptable law.

Policy 8 - User Behavior

The same standards, principles and guidelines that apply to SVFPD personnel in the performance of their assigned duties apply to social media technology use.

- 8.1 Authorized Social Media Users shall do so only within the scope defined by their respective functional assignments and in compliance with all SVFPD Policies and Standard Operating Procedures.
- 8.2 Authorized Social Media Users shall be briefed with recommended safety procedures.
- 8.3 Authorized Social Media Users performing SVFPD social media work beyond normal work hours shall receive pre-authorization from the SVPD.
- 8.4 Authorized Social Media Users shall obey all laws, including but not limited to, the Hatch Act of 1939, when using social media.

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Section 9 - Records Management

SVFPD use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California’s Public Records Act or required to be retained pursuant to the Government Code.


- 9.1 The SVFPD is responsible for the creation, administration and deactivation of social media accounts.
 - 9.1.1 Account password information shall only be shared with authorized personnel that has been designated by the Fire Chief.
 - 9.1.2 Account passwords shall promptly be reset when personnel are removed as an authorized Social Media Administrator or User.
- 9.2 The SVFPD shall maintain a record of social media sites created for SVFPD use, including, but may not be limited to:
 - 9.2.1 A log file containing the name of the social media network, account ID, password, registered email address and date established.
 - 9.2.2 A list containing the authorized Social Media Administrator and Users.
- 9.3 Electronic information posted to a social media site by the SVFPD, or a member of the public if permitted, may be considered a record subject to California’s Public Record Act.
 - 9.3.1 Any content maintained in a social media format that is related to SVFPD business, may be a public record. The SVFPD shall have procedures in effect to preserve published social media content.
 - 9.3.2 The Fire Chief is responsible for responding completely and accurately to any public records request for public records on social media.
 - 9.3.3 Site content shall be maintained in accordance with its respective Records Retention Schedule and in accordance with SVFPD policies and procedures. If the content constitutes a public record, it must be disclosed to the public unless an exemption applies.
 - 9.3.4 Posts deemed technically harmful or inappropriate per section 7 shall be promptly documented, saved, and removed.
- 9.4. The SVFPD shall maintain a record of signed Social Media Policy and Standard Operating Procedure acknowledgement forms for the authorized Social Media Administrator and Users.

Section 10 - Site Monitoring

SVFPD social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the SVFPD at risk.

- 10.1 SVFPD social media site administrators shall review site activity and content daily for exploitation or misuse.
- 10.2 The SVFPD will evaluate comments, links or material directly onto their social media sites and shall have an established process, including technical capability outside of the SVFPD network, to verify that postings meet the rules established under section 7 of this document. Posts deemed technically harmful or inappropriate shall be handled per procedure:
 - 10.2.1 Posts deemed technically harmful or inappropriate per section 7 shall be promptly documented, saved, and removed.
- 10.3 Perceived or known compromises to the SVFPD internal network shall be promptly reported to the Social Media Administrator.

IV. DEFINITIONS

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Social Media and Web 2.0 - The U.S. Government defines social media and Web 2.0 as umbrella terms that define the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or collaborations of individuals can create web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 uses many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more. Not all forms of social media may be appropriate for use by the SVFPD.

Official SVFPD Email Account – Email account provided by a SVFPD mail system or approved external mailbox that is used for official SVFPD business.

Approved SVFPD Social Networking Site – Refers to social networks that the SVFPD Fire Chief has assessed and approved for use by the SVFPD.