

WEST SAND LAKE FIRE DISTRICT #1

Social Media Policy

Revised Date: March 30, 2021

PURPOSE: This Policy describes the manner in which the West Sand Lake Fire Department, and its affiliated organizations, shall be portrayed in internet forums, blogs, and social media platforms.

SCOPE: This Policy shall apply to all Officers, Commissioners, and Members of the West Sand Lake Fire Department, as well as persons who may represent themselves as being associated with the Fire Department.

AUTHORITY: This Policy/Guideline is established by the Board of Fire Commissioners of the West Sand Lake Fire District #1, who is responsible for its administration.

POLICY/GUIDELINE:

The World Wide Web, as the name implies, is a means of transmitting information, data, ideas, and opinions to every corner of the world, at the speed of light. While most people use the Internet appropriately, advancing the world's store of knowledge, a large amount of inaccurate, misleading, or malicious messages are often posted online, often with disastrous results.

It is the policy of the West Sand Lake Fire Department, as lead emergency service provider of the Fire District, to always present an online presence that is helpful and professional. Our Members, in and out of the online sphere, shall conduct themselves appropriately. The following items shall pertain to messages that are posted to online blogs, message boards, social media platforms, and other online forums when they refer to the West Sand Lake Fire Department, its affiliate organizations, or its Members:

1. The West Sand Lake Fire District shall build and maintain any and all Websites, Facebook pages, and other social media entities that it may deem necessary to disseminate information to the public about the Fire Department, relevant to its mission.

- a. These sites shall be considered the only official repositories of information for the Fire Department.
 - b. No information about emergency responses or other Fire Department activity shall be posted except as authorized by the Chief or the Board.
2. Members, and other interested parties, shall be permitted to share information found on the Fire Department's website and other platforms freely, to promote the Department's mission and public safety.
3. No commercial messaging, or messaging regarding persons and/or organizations that are not affiliated with the Fire Department may be posted on these sites without the express permission of the Board.
4. These websites and social media platforms shall not be modified in any way except as authorized by the Board.
5. In addition to the above public sites, the Board may, at its option, prepare and maintain one or more facilities with which Officers and Members may share private information regarding Fire Department operations.
 - a. At no time shall information posted on these facilities be shared with members of other fire departments or the public.
6. Personally identifying information about Officers, Members, or the public that we serve shall not be posted on Department-maintained sites.
7. Members who maintain their own blogs, forums, or presence on social media platforms are permitted to identify themselves as "Member of," or "Working for" the Fire Department. However, when they do so, they shall observe the following:
 - a. Always comport themselves in a helpful, professional manner.
 - b. Refrain from posting vulgar, suggestive, or otherwise inappropriate information as much as possible.
 - c. Treat fellow Officers, Members, members of other departments, and the public with the utmost courtesy and respect.
 - d. Do not post information that is intentionally inaccurate or misleading.
 - e. Do not post negative commentary or complaints about the Fire Department, its policies, procedures and guidelines, or its Officers and Members.

- f. Do not post personally identifying information about any Officer, Member, or Commissioner of the Fire Department, or about the public that we serve.
- g. Do not post information that may interfere with any investigation.
- h. Do not post stories, pictures, audio, or video gathered at the site of an emergency to which the Fire Department was dispatched.
 - i. Except as posted on the Fire Department’s own pages.
 - ii. Refer to the Electronic Devices and Data Policy for clarification.
- i. Members shall make it clear that any opinions that they post online do not necessarily conform to the West Sand Lake Fire Department or its affiliate organizations. If necessary, a disclaimer shall be posted to that effect.

ENFORCEMENT: Online posts or other messages that are believed to be in violation of the above Policy shall be reported to the Chief, a Line Officer, or a Commissioner as soon as possible. Upon investigation of the matter, the Fire District’s Disciplinary Policy may be invoked. If the Fire Company is found to have jurisdiction over the matter, its Constitution and By-Laws may also apply.

REVISION HISTORY:

Date	Action	Author
03/30/2021	Original Draft	Policy Committee
03/16/2021	Added Revision History	Deutsch
03/18/2021	Approval	BOFC
02/01/2023	NEXT REVIEW DATE	