



# Policy and Procedure

Number: 405

Subject: <b>Social Media</b>		
Date Issued: <b>09-21-11</b>	Effective Date: <b>09-21-11</b>	Revision Number:

**POLICY:**

The Department uses social media in investigations, for community engagement or outreach and for time-sensitive notifications. Social media also plays a role in the personal lives of some members. Officers shall not use any form of social media or social networking, (including Facebook, Twitter, Myspace, LinkedIn, and others), online forums, message boards, or bulletin boards, blogs and other similarly developed formats, in any way so as to tarnish the Department’s reputation. The public’s trust and confidence in The Racine Police Department can be diminished by members personal online activity.

**DEFINITIONS:**

Social Media- A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, Myspace), microblogging sites, (Twitter/Nixle), photo- and video-sharing sites (Flicker, Youtube), wikis (Wikipedia), blogs and news sites (Digg, Reddit).

Social Networks- Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

**PROCEDURE:**

**MEMBER  
EMPLOYEE:**

1. Department sponsored social media sites shall be approved by the Chief of Police.
2. Members shall not use any social media platform while on duty unless permission is granted for investigative or public information purposes.
3. Published content shall adhere to applicable laws, regulations, and policies.
4. The use of social media as an investigative tool is permitted with the approval of a Supervisor.
5. The use of Department computers to access personal social media is prohibited.
6. Members must assume that their activity on social media will reflect upon their office and the Department.
7. Members who maintain or participate in social media while off-duty shall conduct themselves with professionalism and in such a manner that will not reflect negatively upon the Department.
8. Members shall not:
  - a. Post any text, photograph, audio, video, or any other multimedia file to a social media platform that undermines the public’s trust or confidence in the Department or its’ members.
  - b. Post any text, photograph, audio, video or any other multimedia file related to any Department investigation (current or past) on any social media platform (the members own site, the site of another, news media or other forum).
  - c. Post any sexually graphic or explicit material to any form of social media. Sexually graphic or explicit material posted by others to a member’s social media site shall be immediately removed by the member.

**NOTE:**

**Members should consider the possible adverse consequences of social media activity, such as integrity of the Department, cross-examination in criminal cases, and public as well as private embarrassment.**

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PROCEDURES:**

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