

**TITLE: SOCIAL MEDIA**

**CODIFIED:** 23.2  
**EFFECTIVE:** 04/14/17  
**RESCINDS/AMENDS:** N/A  
**PAGES:** 3

**PURPOSE**

The purpose of this directive is to adopt and further promulgate standards of conduct for Department personnel.

**DISCUSSION**

Social media provides a potentially valuable means of assisting the Department and its personnel in meeting community outreach, problem-solving, investigative techniques, crime prevention, and related objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by administrative and supervisory personnel.

The Department also recognizes the role that social media plays in the personal lives of some Department employees. However, the personal use of social media can have bearing on employees in their official capacity as they are held to a high standard by the community.

**POLICY**

It shall be the policy of the Santa Fe Police Department to establish the department’s position on the utility, management, administration, and oversight of social media. This policy is not meant to address one particular form of social media, rather social media in general, to allow for new tools and future technologies.

**PROCEDURE**

**Rules**

**23.2.01 Free Speech**

A. As public employees, Department personnel are cautioned that speech, on or off-duty, made pursuant to their official duties is not protected under the First Amendment and may form the basis for discipline if deemed detrimental to the Department. Department personnel should assume their speech and related activity on social media sites reflect upon their office and this Department. Engaging in prohibited speech outlined in this policy may provide grounds for discipline and may be used to undermine or impeach an officer’s testimony in legal proceedings.

B. When using social media, Department personnel should be mindful that their speech becomes part of the worldwide electronic domain. Therefore, adherence to the Department’s Personnel Code of Conduct (Directive 23.1) is required for the personal use of social media. Employees may express themselves as private citizens on social media sites as long as employees do not:

- 1. Make, share, or comment in support of any posting that includes obscene or sexually explicit language, images, or acts;
- 2. Make, share, or comment in support of any posting that ridicules, maligns, disparages, expresses bias, or animus toward any race, religion, sex, gender, sexual orientation, nationality, or any other protected class of individuals;

3. Make, share, or comment in support of any posting that includes threats of violence, or endorses dishonesty or illegal behavior.

C. Employees shall make reasonable efforts to remove content appearing on their social media account that violates this policy upon learning of the offensive content.

### 23.2.02 Social Networks and Other Websites

- A. Employees who have personal web pages, memberships with social networking websites or other types of internet postings, which can be accessed by the public, shall not engage in any type of speech, expression, or communication as prohibited in this portion of this policy.
- B. Photographs or other depictions of Department uniforms, badges, patches, marked patrol cars, or any other item or material which is identifiable to the Department shall not be used on personal employee internet postings without written permission from the Chief of Police or his designee.
- C. Employees shall not authorize any other party to use photographs or other depictions of Department uniforms, badges, patches, marked patrol cars, or any other item or material which is identifiable to the Department without written permission from the Chief of Police or his designee.
- D. Posting the following types of criminal justice information to social networking sites is explicitly prohibited:
  1. Confidential, sensitive, or copyrighted information to which you have access due to your employment with the City of Santa Fe;

2. Data from criminal or administrative investigations including photographs, videos, or audio recordings;
3. Photographs of suspects, arrestees or evidence;
4. Personal statements about any investigation that are not included in an official police report including comments related to pending investigations and/or prosecutions.

### 23.2.03 Department Sanctioned Presence of Social Media

- A. Where possible, each Department-created social media page shall include an introductory statement clearly specifying the purpose and scope of the agency's presence on the website.
  1. Where possible, the page(s) should link to the Department's official website.
  2. All Department-related social media sites or pages shall be approved in writing by the Chief of Police or his designee.
  3. Pages for specific officers, divisions, or programs within the Department must be approved in writing by the Chief of Police or his designee. Care must be taken to maintain the integrity of the Department's brand online.
  4. Where possible, social media pages shall clearly indicate they are maintained by the Department and have Department contact information prominently displayed.
  5. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology, records management, Department, and City of Santa Fe Rules and Regulations.

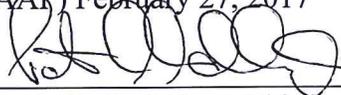
B. Department personnel representing the Department via social media outlets shall:

1. Conduct themselves at all times as representatives of the Department and adhere to all Department standards of conduct;
2. Identify themselves as a member or employee of the Department;
3. Not make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecution, nor post, transmit, or otherwise disseminate confidential information;
4. Not conduct political activities or private business;
5. Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

C. Official Recognition of Social Media Uses:

1. Social media is a valuable investigative tool when seeking evidence or information and/or disseminating information.
2. Social media can be used for community outreach and engagement.
3. Social media can be used to make time-sensitive notifications.

Drafted by: (AAR) February 27, 2017

Approved:   
Patrick G. Gallagher, Chief of Police

Date: 4/14/17