

Thurston County Fire Protection District 8

DISTRICT POLICY MANUAL



POLICY TITLE:	Social Media and Imagery
PROCEDURE NUMBER:	1-23
REVISION:	0
DATE ISSUED/REVISED:	DRAFT
BOARD APPROVAL:	

All members engaging in District related Social Media activities shall follow privacy laws and shall conduct themselves in an ethical and moral manner. Social media postings should not be illegal, immoral, in bad character or otherwise be determined to be a threat or embarrassment to the District, its members, or the community served.

1. Purpose, Scope and Application

- 1.1. This Policy applies to all members.
- 1.2. This Policy is not intended to interfere with or prohibit member rights to engage in free speech protected union activities or other activities protected by state and federal law.
- 1.3. This Policy is intended to provide the District with the ability to protect and manage the District's public reputation and to allow the District to manage and protect its legitimate interest in the efficient performance of the workplace.
- 1.4. To address the fast-changing landscape of digital communications, the Internet and the way members and the public communicate and obtain information online, the District may consider using Social Media tools to communicate and reach a broader audience. The District encourages the use of Social Media to further the goals of the District and its mission where appropriate.
- 1.5. The District has an overriding interest and expectation in deciding what is "spoken" on behalf of the District on Social Media sites and through the use of digital images owned by the District. This Policy establishes:
 - (a). District members' use, management, administration and oversight of District Social Media;
 - (b). Public use guidelines and restrictions for District Social Media;
 - (c). Guidelines and restrictions for personal use of Social Media by members when member's affiliation with the District is identified, known or presumed; and
 - (d). Creation and control of digital images taken by District members to protect the privacy rights of District members, patients and the public;
 - (e). The management and compliance with record retention and public record act requirements; and
 - (f). The maintenance, preservation and enhancement of the professional image of the District.
- 1.6. The District endorses the secure use of Social Media to enhance communication and information exchange in accordance with the specific limitations and restrictions identified in this Policy.
- 1.7. The details set forth in this Policy are not exclusive to any one particular form of Social Media, rather the details apply to all forms of Social Media. Because emerging technology often outpaces the ability to govern its use, the District retains the right to modify its guidelines accordingly as unforeseen situations arise.

2. Standard Definitions: for the purposes of this Policy, the following definitions shall apply:

- (a). **District:** refers to Thurston County Fire Protection District 8;
- (b). **District Social Media:** refers to Social Media directly authorized and established by the District in accordance with the terms of this Policy and Procedure(s) as an official medium for District communications;

- (c). **Images:** include photographs, digital photographs, digital images, video recordings, or electronic files containing a graphic image or series of images, as well as any physical or digital reproduction or copies of digital photographs, digital images, video recordings, or files;
- (d). **District Images:** include images taken by on-duty members regardless of whether the Image was captured with a District owned or a private Imaging Device;
- (e). **Personal Images:** include images taken by on-duty members outside of the performance of their duties using a private Imaging Device;
- (f). **Imaging Device:** includes any device capable of producing an image or digital image, including but not limited to a camera, video camera, digital camera or digital camcorder;
- (g). **Member:** includes elected officials, employees and volunteers of the District;
- (h). **On-duty:** refers to times in which members are being compensated by the District for their services, have access afforded to them because of their member status, are engaged in official District activities, or are representing themselves as a member of the District. Off-duty members who respond to District incidents and are in uniform or are otherwise identifiable as members of the District shall be considered on-duty for purposes of this Policy and shall be required to comply the all of the requirements of this Policy;
- (i). **Social Media:** includes, but is not limited to mediums such as, blogs, Facebook, Instagram, Snapchat, Twitter, YouTube, Flickr, LinkedIn, etc.; and
- (j). **Social Media Administrator:** refers to the designated individual(s) responsible for administering District Social Media in compliance with this Policy. The District Secretary shall be appointed as the Social Media Administrator.

3. General Guidelines

- 3.1. Public Record Act Compliance.** District Social Media and District Images are subject to State of Washington public records laws and *District Policy 1-20 "Public Access to District Records"*. Any content maintained in District Social Media that is related to District business, including a list of subscribers and posted communication, and all District Images are public records. The District is responsible for responding completely and accurately to any public records request for public records including District Social Media and District Images. Content related to District business shall be maintained in an accessible format and so that it can be produced in response to a request. Wherever possible, District Social Media shall clearly state that any information posted or submitted for posting are subject to public disclosure.
- 3.2. Record Retention and Management.** Washington state law and District records retention schedules apply to District Social Media formats and content and to all District Images. The District shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a District server in a format that preserves the integrity of the original record and is easily accessible.
- 3.3. Mandatory Compliance.** District Social Media shall not be created or used unless an archival system is established that allows compliance with the Washington State Public Records Act and the Department of Archives record retention requirements.

4. District Social Media Responsibilities

- 4.1.** All District Social Media must be approved by the Fire Chief or designee prior to use.
- 4.2.** The Social Media Administrator or designee shall be responsible for administering and managing all District Social Media and shall insure that:
- (a). The District is prepared to expeditiously and efficiently comply with the requirements of Washington State Public Record Act consistent with Section 3.1.; and
 - (b). The District is in compliance with the applicable Record Retention Requirements consistent with Section 3.2 and 3.3.
- 4.3.** The Social Media Administrator responsibility is assigned to the District Secretary.
- 4.4.** District members shall be responsible for complying with this Policy and attendant Procedure(s).
- 4.5.** The public shall be responsible for complying with the Public Use Guidelines.

5. District Social Media Standard Guidelines: The following guidelines apply to all of the District's Social Media:

5.1. Identification of District. District Social Media shall clearly indicate that it is maintained by the District, shall have the District logo and contact information prominently displayed and shall display or have a direct link to this Policy.

5.2. District Purpose. District Social Media shall include an introductory statement that clearly specifies the purpose and scope of the District's Social Media and shall be linked to the District's official website substantially in the following form:

- (a). *Thurston County Fire Protection District 8 (www.southbayfire.com) is a municipal corporation of the State of Washington that protects life and property and provides fire protection and emergency medical services to its citizens. This site is intended to serve as a mechanism for communication between the public and the District on the listed topics related to the District's purpose of providing fire protection services, emergency medical services and protecting life and property. The opinions expressed by visitors to this site do not reflect the opinions of the District. Any comments submitted to this site and any lists of users or links are public records subject to disclosure pursuant to RCW 42.56. Users recognize that there is no expectation of privacy in the use of the District's Social Media and users are cautioned to never disclose private or confidential information on this site.*
- (b). *Communications made on this site do not constitute official notice to the District or any District personnel. Public Record requests may not be made on this site and must be submitted directly to the District's Public Record Retention Officer consistent with District Policy 1-20 "Public Access to District Records".*