

CLARENCE FIRE DISTRICT NO. 1

SOCIAL MEDIA POLICY

The Clarence Fire District No. 1 acknowledges that use of technology by emergency service organizations provides several useful benefits, including training and the acquisition of useful information for the betterment of the organization and its members. It also allows for the dissemination of information to the public for recruitment, safety education and public relations purposes. As such, the Clarence Fire District No. 1 embraces the usage of instant technology to that end.

This policy establishes the Clarence Fire District No. 1's social media and instant technology use procedures and protocols which are intended to mitigate associated risks from the use of this technology where possible.

This policy applies to all employees of the Clarence Fire District No. 1, volunteer members of the Clarence Fire Company, consultants and contractors performing business on behalf of the Clarence Fire District No. 1.

For the purposes of this policy, the term, *instant technology*, is defined as resources, including, but not limited to, instant messaging, texting, paging and social networking sites, such as Facebook, Myspace, LinkedIn, Twitter, YouTube and any other information sharing services, websites and/or blogs.

All Fire Company/Fire District social media pages shall be approved by the Fire Chief/Board of Fire Commissioners, or their designees. All social media content shall adhere to all applicable laws, regulations and policies, including the records management and retention requirements set by law and regulation.

The Internet and other information sharing devices are global entities with no control of users or content. Therefore, available resources may contain material of a controversial nature. The Clarence Fire District No. 1 is not responsible for information found on these sources.

The Fire District understands the value of such technology, but also understands the concerns and issues raised when information is released that violates privacy concerns or portrays this organization to the public in an illegal or negative manner (intentional or unintentional). Therefore, no information, videos or pictures gathered while on Clarence Fire District No. 1/Fire Company business (this includes emergency calls, meetings, drills, details, trainings or anything obtained on organization property or at organization functions) may be shared or posted in any format without the approval and written consent of the Fire District's Public Information Officer.

Under this restriction, members and employees are prohibited from disseminating or transmitting, in any fashion, photographs or images of individuals receiving emergency medical assistance. Any such transmission may violate New York State Laws and/or the HIPPA privacy rights of such individuals and may result in a criminal and/or civil proceeding being commenced against members and employees violating this provision of the policy.

This policy is not intended to limit your right to freedom of speech or expression; but as we are a public entity, it has been put in place to protect the rights of this organization, its members and the public we are sworn to protect. Members and employees are advised that their speech directly or by means of instant technology, either on or off duty, and in the course of their official duties that has a connection to their professional duties and responsibilities may not be protected speech under the First Amendment. Speech that impairs or impedes the performance of the Fire Company/Fire District, undermines discipline and

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harmony among co-workers or negatively affects the public perception of the Company/District may be sanctioned.

As a basic constitutional concept of law, a public employee may comment on a matter of public concern. However, airing personal workplace grievances does not raise a matter of public concern.

In that regard, members and employees must follow the following guidelines when discussing the Fire Districts/Fire Company on Social media websites:

- Do not make any disparaging or false statements or use profane language.
- Do not make any statements or other forms of speech that ridicule, malign, disparage or otherwise express bias against any race, religion or protected class of individual.
- Make clear that you are expressing your personal opinion and not that of the Fire District/Fire Company.
- Do not share confidential or proprietary information.
- Do not violate Fire District/Fire Company policies, including the Code of Ethics.
- Do not display Company or District logos, uniforms or similar identifying items without prior written permission.
- Do not post personal photographs or provide similar means of personal recognition that may cause you to be identified as a firefighter, officer or employee of the Company or District without prior written permission.
- Do not publish any materials that could reasonably be considered to represent the views or positions of the Company or District without authorization.

The Clarence Fire District No. 1 owns the right to all data and files in any owned computer, network, cell phone or other information system. The Clarence Fire District No. 1 also reserves the right to monitor electronic mail messages (including personal/private/instant messaging systems) and their content, as well as any and all use of the Internet and of computer equipment used to create, view, or access e-mail and Internet content. Members and employees must be aware that the electronic messages sent and received using Clarence Fire District No. 1 equipment are not private and are subject to viewing, downloading, inspection, release and archiving by District and Company Officers at all times. The Clarence Fire District No. 1 has the right to inspect any and all files stored in private areas of network or on individual computers or storage media in order to assure compliance with policy and State and Federal laws.

Inappropriate use of the Internet and instant technology while on Clarence Fire District No. 1/Fire Company business may result in disciplinary actions, up to and including termination as an employee of the Fire District or volunteer member of the Fire Company.

Clarence Fire District No. 1/Fire Company computer equipment is to be used for Fire District/Fire Company business and purposes in a professional and business-like manner.

This policy is adopted November 10, 2014.

By order of the Board of Fire Commissioners, Clarence Fire District No. 1