

Yamhill Fire Protection District

District Policies, Procedures, & SOG's

MISSION

*Yamhill Fire Protection District is dedicated to
serve and protect our community*

District Policies

PERSONNEL

PER – 733

Use of Social Media

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Issued: November 8, 2011

Revised: November 11, 2014

The District recognizes the increasing popularity and usefulness of social media as a rapidly evolving means of communication. This policy provides employees with important standards and guidelines when using social media.

A. SCOPE

This policy shall apply to all District Board of Directors, employees, and volunteers.

B. RESPONSIBILITY

It is each individual's responsibility to comply with this policy. Failure to comply will result in disciplinary action, up to and including termination.

C. DEFINITION

"Social Media" is an umbrella term for various forms of communication consisting of user-created text, audio and video published in a shared online environment such as over the internet or through mobile telephone networks including, but not limited to social network services (i.e. Facebook), blogs, texts, forums or message boards, audio/video content commodities (i.e. YouTube).

The differing forms of social media generally have the common characteristic of allowing for personal participation and feedback in a very fast and informal way. Social media is also typically open to vast multitudes of people to observe, copy, and use, with few, if any, access restrictions.

D. BUSINESS USE

Employees who use social media for business purposes are to always conduct themselves in a professional manner according to this policy and other applicable District policies and procedures. Additionally, if you are unsure as to whether or not particular social media activity is appropriate you **must** consult with your supervisor or Fire Chief before participating in it.

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Each employee is responsible for any on-line activity conducted using a District issued e-mail address or other access method that can be traced back to the District's domain, computer equipment or other devices and equipment, all of which can only be used to access social media if related to a vital business purpose directly related to your specific job duties with the District. Employees should have no expectations of privacy while using the District's email address, computer system and other devices to access media, and the District will monitor and investigate the use of its equipment as necessary.

The following standards are to be followed when using social media for business purposes:

1. Do not portray yourself as an official spokesperson for the District, or suggest you represent the District's position, unless specifically authorized to do so in writing by the Chief Officer. If you are not an official spokesperson, be clear that any social media comments you make are your own and not on behalf of the Yamhill Fire Protection District.
2. Speak/write in the first person voice not the third person voice when using social media. (i.e. "I believe..."rather than "we believe")
3. Disclose your true identity and affiliation with the District at all times when using social media for business purposes. It is inappropriate to hide behind false identities, pseudonyms, or partial names when utilizing social media.
4. Adhere to all applicable District policies concerning confidentiality when using social media. Most significantly, do not discuss or otherwise disclose non-public information learned through your work with the District including, but not limited to, confidential medical information about employees or members of the public.
5. Identify any copyrighted or borrowed materials with citations or links. When publishing any authorized materials online through social media that include someone else's direct or paraphrased quotes, thoughts, ideas, photos or videos, always use citations and links to the original material where applicable.
6. Evaluate the accuracy and truthfulness or anything you write or produce before posting. Do not post any information that has not been verified and/or confirmed relative to accuracy and truthfulness.

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7. Follow the terms and conditions of use established by the venue used for any social media activities (website, blog, discussion forum, etc.) It is your responsibility to review all such rules and to confirm all of your social media activity to the applicable terms and conditions of each site.
8. Do not post any audio, video or photographic images taken at any of the District's work locations (drills, fire, MVA, rescue, etc.) unless specifically authorized to do so in writing by the Chief Officer.
9. Always be respectful when referring to the District's employees, business partners, service providers, vendors, and members of the public, including their privacy. This applies to both the type of information posted and the manner and context in which it is presented. Do not identify such individuals by name, post their pictures or provide other specific information without securing their approval in writing.
10. Obey the law. Do not post any information or engage in any online conduct that may violate applicable local, state, or federal laws or regulations.

E. PERSONAL USE

The Yamhill Fire Protection District respects the rights of employees to use social media as a medium of personal self-expression and conversation and does not want to discourage such self-expression and discussion. The District does not disapprove of employees who use these mediums for non-work related personal interests or other lawful purposes.

Social media sites have nearly unlimited communication potential, duration and retention, and generally can be accessed by anyone around the world. Thus, to protect the District's legitimate interests, and consistent with the District's responsibilities, employees who maintain or contribute to social media sites are prohibited from engaging in certain activities.

1. Using the District's facilities and equipment, including computers and software, during working time to engage in personal social media activities in a manner that is inconsistent with the District's (AUOC) policies.

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2. Posting social media that purposes to represent the position, viewpoint, statements, conclusions or opinions of the District. When necessary to be clear, include that your posts represent your views and not necessarily the opinions of the District. Officers should take note that by virtue of their position, they must consider whether the personal thoughts they choose to publish may be misunderstood as expressing the District's position.
3. Using social media to threaten physical violence against the District's employees, business partners, services providers, vendors or members of the public we serve, or by harassment of such individuals based on their color, race, creed, national origin, religion, sex, age, disability, marital status, veteran status, sexual orientation, or other status protected by applicable laws, which include, but not limited to, inappropriate posts, blogs, videos and pictures of a sexual nature (i.e. "sexting").
4. Using social media to post intellectual property, trademarks, logos or copyrighted materials owned by the District or any business partner, service provider or vendor.
5. Posting proprietary or other confidential information learned through work with the District, including, but not limited to, confidential medical information regarding employees or members of the public we serve.
6. Using photographs, recordings, marketing materials or other materials owned by the District for personal social media activities.
7. Using social media to engage in libelous, defamatory, obscene, violent, maliciously false or otherwise egregious behavior directed at the District, its employees, business partners, service partners, vendors, or members of the public we serve.

These limitations are not intended to infringe upon any rights employees may have under applicable local, state, and federal employment and labor laws.

F. POLICY VIOLATIONS

Employees who are aware of potential violations of this policy should report such conduct to an Officer or the Chief Officer. Employees who violate this policy are subject to disciplinary action, up to and including discharge. In addition, the Yamhill Fire Protection District reserves the right to take any appropriate legal action necessary to stop or remedy improper or unlawful conduct involving social media.