TOLEDO FIRE & RESCUE DEPARTMENT

B-21 Social Media

Non-Emergency Manual

Date Revised: 04/27/2023

Last Modified: 08/29/2024 08:53

Export B21 to PDF
Export -Entire B Manual- to PDF

Purpose

The Toledo Fire and Rescue Department (TFRD) recognizes that the secure and proper use of social media has many benefits to enhance information exchange, communication, and productivity. The TFRD also recognizes that engaging in social media and social networking activities is considered a form of speech. It shall be understood that this policy is not intended to restrict a persons' right to discuss, as a private citizen, matters that are a public concern, nor to hinder engagement with coworkers.

Policy/Procedure

1. Definition

"Social media" includes websites, networks, and applications that allow its users to develop and share content or to participate in social networking.

2. Applicability

This policy applies to all forms of social media including but not limited to; film, video, print media, public and private speech, and all use of the internet and its capabilities. This policy also applies to email, social networking, instant messaging, forums, blogs, and file sharing sites.

No TFRD social media site may be created without the approval of the Chief of the TFRD (Fire Chief). All social media sites created to represent TFRD shall be the property of the department and shall be administered and monitored by the Fire Chief or their designee.

3. Roles and Responsibilities

- Members are responsible for understanding and complying with this policy in addition to the City of Toledo Administrative Policy and Procedure #36: Social Media Policy.

- The Public Information Officer (PIO) is responsible for providing guidance for the use of approved social media that is used to represent the Toledo Fire and Rescue Department.

4. Harmful Use of Social Media

Members of the TFRD shall adhere to the following:

- Each TFRD member is solely responsible for what they post online. Therefore, any violations may result in disciplinary action up to and including termination.
- The posting of images or other commentary that may contain personally identifiable or legally protected information obtained during the course of work duties is prohibited.
- Any comments or images shared by a member of the TFRD shall not disclose any information that could jeopardize the health, wellness and/or security of any individual that does business with or is employed by the TFRD or City of Toledo (COT).
- The posting of images or other commentary that could threaten the cyber security of the TFRD and COT is prohibited.
- Social media postings made by any TFRD member must adhere to all TFRD and COT rules, policies, procedures, and regulations. The use of social media for the purpose of sharing discriminatory, harassing, threatening, or similar inappropriate or unlawful content will not be tolerated and will lead to disciplinary action up to and including termination.
- The posting of any information, images, or rumors about any member of the TFRD and COT, that are known to be false is prohibited.
- No member of the TFRD shall be permitted to distribute Department-related information to the public or media outlets without consent of the PIO or Chief of the Department or their designee.
- The use of language, photography, video, screen captures, or audio that uses profanity or profane content that pertains, relates, or infers to the TFRD or COT is prohibited.
- The posting of hearsay, innuendo, or confidential information that pertains to the TFRD or COT is prohibited.
- The posting of any content, images, or speech in violation of City Administrative Policy and Procedure #36: Social Media Policy is prohibited.
- The posting of any content that promotes, foster, or perpetuate any discrimination of any kind is prohibited.
- The posting of any content that promotes, foster, or perpetuate illegal activity is prohibited.
- The posting of any content, images, or speech that violates City Administrative Policy and Procedures #51: Workplace Violence Prevention is prohibited.
- The posting of any content, images, or speech that violates City Administrative Policy and City Administrative Policy and Procedures #71: Policy Against Discrimination and Harassment.
- The posting of any information that could compromise the safety and security of the public or public systems is prohibited.

- The posting of any Graphic, illicit, or compromising photography, video, or audio recordings of department activity for personal use is prohibited.
- No member shall post remarks that are intentionally false, deceptive, libelous, slanderous, misleading, or causes harm.
- No member shall post remarks that include information on matters under investigation, HIPPA confidentiality, or personnel matters protected by disclosure laws.
- No member shall post remarks of condolence for LODD's, injury, sickness, or accidents until it is certain the victim's family has received notification.

5. Use of Social Media While on Duty

- When engaging in social media or networking activities, all members of the TFRD shall maintain the highest level of professionalism in both on and off duty conduct, consistent with the mission of the department.
- The use of social media will not be permitted while responding to and/or during an incident. Photographs, video, and audio taken at an active incident, or of a person receiving or person who received care, or scene of possible fatality are specifically forbidden.
- Those members of the TFRD who are designated by the Fire Chief such as Battalion Chiefs, the Fire Investigation Unit (FIU) or PIO may use photography, video, and audio in the proper course of their assigned duties.

6. Information Distribution

- TFRD personnel must ensure that all personal social media accounts are clearly identifiable as personal accounts. TFRD personnel must ensure that their personal social media accounts avoid use of TFRD titles, insignia, uniforms, or symbols in a way that could imply TFRD sanction or endorsement of the content. TFRD personnel should use personal, non-official contact information, such as personal telephone numbers or postal and e-mail addresses, to establish personal, non-official accounts.
- It shall be the responsibility of the PIO to distribute information to the public and media outlets.
- The use of the TFRD logo shall not be used without written consent from the Fire Chief.
- Images, photos, video, or audio files obtained from the TFRD during its operations shall not be posted, displayed, or made available on any blog, website, file transfer protocol server, mass storage device, or any other electronic distribution without the consent of the Fire Chief or designee, with the exception for those whose official duties require it.
- TFRD members must receive written permission from the Fire Chief to create or develop a web page, blog, or bulletin board that has any relation to the TFRD.

7. Accessing Social Networks on City Owned Equipment

- Members of the TFRD shall not access social networking websites from computers owned by the COT unless access is in the performance of assigned duties. Written permission is required for any member accessing these websites.

8. Privacy Expectation

- Each member of the TFRD shall understand that any and all expectations of privacy in regard to anything published or maintained through file sharing applications, social media, and all internet sites open to public view shall not be expected for any TFRD technology system.
- The TFRD reserves the right to access, audit, and disclose for any reason all messages, including attachments, and any information accessed, transmitted, received or reviewed, over any technology that is issued or maintained by the TFRD.
- The fact that access to a database, service, or website requires a user name and/or password will not create an expectation of privacy if accessed through TFRD computers, electronic devices, or networks.

See Also:

Permanent link:
https://www.tfrdpolicies.com/dokuwiki/doku.php?id=b_manual:b21

Last update: **08/29/2024 08:53**