

28.4 Social Media

ADMINISTRATION

- STANDARD 28.4** **The agency has a written directive that governs the use of social media by agency personnel and at a minimum:**
- A. Provides guidelines for the department-sanctioned use of social media both as a means of communicating agency information with the public and as an investigative tool;**
 - B. Provides guidelines regarding employees' use of personal social media outlets both on and off-duty;**
 - C. Requires that the chief law enforcement officer, or their designee, approve all information released on department-sanctioned social media outlets;**
 - D. Prohibits the revelation of agency-sensitive information which may damage investigations or undercover operations, and;**
 - E. Prohibits the revelation of information that could damage the agency's reputation or credibility or otherwise be detrimental to the agency's mission.**

Commentary: Social media may be used by the agency in an official capacity to communicate with the public, problem-solve, and investigate and/or prevent crimes. In addition, social media plays a role in the personal lives of many people employed by law enforcement agencies. Even use as individuals, separate and apart from the agency, may have a bearing on them in their official capacity and/or on the agency as a whole. Therefore, it is important to have a policy in place that governs the use of social media both in an official capacity and for employees as private individuals.

Nothing in this standard is intended to mandate the use of social media by a law enforcement agency.

Compliance Verification Strategies

Assessors may seek to verify compliance with this standard by using one or more of the strategies listed below. There may be other strategies identified by the agency which could also be acceptable.

1. A copy of the directive is available for review; and
2. Interviews with agency personnel to verify their knowledge of and understanding of the directive.