



RANCHO CORDOVA POLICE DEPARTMENT

Rancho Cordova Police Department Social Media Policy

1. Purpose

This Social Media Policy establishes guidelines for the implementation and use of social media sites by the Rancho Cordova Police Department (RCPD) and its citizens. The purpose of RCPD social media sites is to disseminate information about RCPD programs, services, activities and current issues to members of the public. Please be aware that if you are an RCPD representative engaging with the public over social media, or if you are a citizen engaging with RCPD over social media, you are agreeing to the following:

2. Definitions

- a. "Social media sites" refers to content created by individuals on the internet and mobile-based tools. Examples include Facebook, Twitter, blogs, YouTube, Instagram, Pinterest, Photobucket, and websites. This definition is intended to cover all social media sites and therefore is not an exclusive list.
- b. "RCPD social media site(s)" refers to social media sites which RCPD establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owners, hosts, vendors or partners.
- c. "Posts" or "posting(s)" refer to information, articles, pictures, writings, videos or any other form of communication posted on a social media site.

3. Branding of RCPD Social Media Sites

Social media pages developed by RCPD will be branded by the City of Rancho Cordova's Communications & Public Affairs Department as "official", must bear the name and official logo of RCPD, must bear the statement "This is an official Rancho Cordova Police Department page", and must include a link to the Rancho Cordova Police Department Social Media Policy.

4. RCPD Procedures

- a. The City of Rancho Cordova's Communications & Public Affairs Department will maintain a list of RCPD social media sites that are approved for use by RCPD departments and employees.
- b. The City of Rancho Cordova's Communications & Public Affairs Department will maintain a list of RCPD social media sites, including login and password information.
- c. RCPD employees will inform the City of Rancho Cordova's Communications & Public Affairs Department of any ideas for new social media sites or administrative changes to existing sites.
- d. RCPD must be able to immediately edit or remove content from RCPD social media sites.

- e. During emergencies, all social media content and postings must be coordinated with the City of Rancho Cordova's Communications & Public Affairs Department as part of emergency support functions. Depending on the incident, publishers or employees designated to post on the RCPD social media sites may be directed to point to specific RCPD social media sites that will serve as the main source(s) of information. The City of Rancho Cordova's Communications & Public Affairs Department reserves the right to publish content directly to any official RCPD social media site during an emergency.

5. RCPD General Use Policy

- a. RCPD social media sites are for official purposes only.
- b. The City of Rancho Cordova's Communications & Public Affairs Department or designee will be responsible for the content and upkeep (including maintenance and monitoring) of the RCPD social media sites.
- c. The RCPD website - <http://www.ranchocordovapd.com/> - will remain RCPD's primary and predominant means of internet communication.
- d. RCPD social media sites shall supplement, and not replace, RCPD's required notices and standard methods of communication.
- e. RCPD social media sites will link to RCPD's official website for forms, documents, online services and other information necessary to conduct business with RCPD.
- f. RCPD may periodically run a sweepstakes or contest through its social media channels. Rules will be posted on RCPD's website at <http://www.ranchocordovapd.com/> during such occurrences.
- g. The establishment of RCPD social media sites is subject to approval by the Rancho Cordova Chief of Police.
- h. RCPD social media sites shall clearly state that such sites are maintained by RCPD and that the sites comply with the Rancho Cordova Police Department Social Media Policy. The sites will contain a link to Rancho Cordova Police Department Social Media Policy.
- i. The City of Rancho Cordova's Communications & Public Affairs Department shall monitor content on RCPD social media sites to ensure adherence to both RCPD's Social Media Policy and the interest and goals of RCPD.
- j. RCPD social media sites will comply with usage rules and regulations required by the site provider, including privacy policies.
- k. RCPD social media sites will adhere to applicable federal, state and local laws, regulations and practices.
- l. RCPD reserves the right to terminate any RCPD social media site at any time without notice.
- m. RCPD social media sites will utilize authorized contact information for account set-up, monitoring and access.
- n. RCPD social media sites may contain content, including but not limited to, advertisements or hyperlinks over which RCPD has no control. RCPD does not endorse any hyperlink or advertisement placed on RCPD social media sites by the site's owners, vendors or partners.

- o. RCPD reserves the right to change, modify, or amend all or part of this policy at any time. All revisions to this policy must be reviewed and approved in writing by the City of Rancho Cordova's Communications & Public Affairs Department and City Attorney's Office.
- p. RCPD social media sites will be managed in a manner consistent with the Brown Act. A majority of members of the City Council, City commissions, or City committees shall not respond to, "like," share, re-Tweet, make posts, exchange messages, or otherwise participate in any published postings, or use the sites to engage in serial meetings by having a majority of the council engage in a discussion, deliberation, or decision regarding any matter within the subject matter jurisdiction of the body. For example, three or more Council members may not engage in a discussion related to a City matter on social media.
- q. Users acknowledge that all posts to RCPD social media sites are in the public domain and therefore are in no way confidential.

6. Employee Conduct for RCPD Social Media Sites

- a. The content of RCPD social media sites will only pertain to RCPD-sponsored or RCPD-endorsed programs, services, events, media coverage, etc. Content includes, but is not limited to, information, photographs, videos and hyperlinks.
- b. Employee postings of a personal nature are not allowed.
- c. Content posted to RCPD social media sites should highlight the Rancho Cordova Police Department, which may include its residents, partnerships, programs, media coverage, etc.
- d. Content should include text, as well as visual illustration such as a graphic, photo, and/or video, and may also include a hyperlink directing users back to RCPD's official website or a partner's website for in-depth information, etc.
- e. The City of Rancho Cordova's Communications & Public Affairs Department or designee is responsible for responding to posts on RCPD social media sites except if the Citizen Conduct is broken (see Section 6).
- f. All employees authorized to post items on any of the RCPD social media sites will review, be familiar with, and comply with this policy and the social media site's use policies and terms of conditions.
- g. Employees representing RCPD social media sites will conduct themselves at all times as a professional representative of RCPD and in accordance with RCPD policies.
- h. Employees authorized to post items on any of the RCPD social media sites will not express his or her own personal views or concerns through such postings. Postings on RCPD social media sites will only reflect the views of RCPD.
- i. Postings must contain information that is freely available to the public and not be confidential as defined by any RCPD policy or state or federal law.
- j. Postings may not contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
- k. An opinion expressed on RCPD social media sites is posted for discussion only and is not a substitute for a formal statement in a public hearing process.

- l. The City of Rancho Cordova’s Communications & Public Affairs Department or designee will post to and monitor discourse on its social media sites during normal business hours, Monday through Friday. After-hours or weekend postings will only be made with approval of the City of Rancho Cordova’s Communications & Public Affairs Department.
- m. Employees shall also follow the requirements listed under Section 7 below related to Citizen Conduct.
- n. Employees participating on RCPD social media sites as an individual out of personal interest on matters of a public concern that are unrelated to their official RCPD duties, and not in their role as an RCPD employee, shall state in such posts that their views do not represent RCPD and that they are speaking in their individual capacity.
- o. “Friending” between RCPD employees and a citizen does not indicate endorsement of that person’s actions or comments.

7. Citizen Conduct for Agency Social Media Sites

Articles, posts and comments containing any of the following forms of content will not be allowed and will be removed as soon as possible and/or the account blocked from further interaction at the City of Rancho Cordova’s Communications & Public Affairs Department’s sole discretion:

- a. Content that contains potentially libelous, malicious, offensive, threatening, defamatory, harassing, profane or obscene images or language, including but not limited to those indecent words that were the subject of *F.C.C. v. Pacifica Foundation* 438 U.S. 726 (1978).
- b. Content that includes attacks of a personal nature on an elected official, staff member or anyone featured in a post.
- c. Pursuant to prohibitions on using public resources for campaign purposes, content in support of, or opposition to, political campaigns, candidates or ballot measures.
- d. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, national origin, physical or mental disabilities or status with regard to public assistance. Content of an obscene, sexual, or pornographic nature or include links thereto (including images that contain nudity or are of a sexual nature).
- e. Advertising, promotional announcements, solicitations of commerce, or spam.
- f. Conduct or encouragement of illegal activity.
- g. Information that may compromise the safety or security of the public or public systems, including City infrastructure.
- h. Personally identifiable information, such as an address, phone number, social security number or other sensitive information.
- i. Content that represents a person other than the one posting the comment.
- j. Content containing links to other web sites or pages that are not relevant to the topic.
- k. Content that breaches any law, confidentiality, or violates a legal ownership interest of another party.

- l. RCPD disclaims responsibility and liability for inappropriate material posted by visitors.
- m. RCPD reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
- n. If you post information on this page in regards to a crime, you may put yourself in a position where you are a witness to a crime and subject to subpoena.
- o. Comments by external parties on RCPD social media pages are not official public testimony concerning any project, application, or program.
- p. Comments posted by others on RCPD social media pages are not to be considered the opinion of RCPD; nor does RCPD endorse any third party comments on RCPD social media pages.
- q. Comments should be related to the posted topic for RCPD social media sites.
- r. The Rancho Cordova Police Department cannot take reports or dispatch officers via social media. Here are ways you can report to RCPD:
 - To report a crime in progress or suspicious activity, call 9-1-1.
 - To report a crime after the fact, please call our non-emergency number at (916) 362-5115.
 - File a police report online at <http://www.ranchocordovapd.com/>
 - Have information on a crime? Submit a tip online at <http://www.ranchocordovapd.com/>
- s. RCPD social media sites are not meant for comments that do not directly relate to the purpose or topic of the social media site, or for service requests and other press inquiries. Questions or concerns regarding the use and operation of RCPD's social media sites, and press inquiries, should be directed to the City of Rancho Cordova's Communications and Public Affairs Team:
 - Communications Officer Ashley Downton at adownton@cityofranhocordova.org or (916) 851-8723
 - Communications & Public Affairs Director Maria Kniestedt at mkniestedt@cityofranhocordova.org or (916) 851-8791To submit a service request, please visit [Fresh Connect](#).

Questions or concerns? Contact Ashley Downton, Communications Officer, at adownton@cityofranhocordova.org or (916) 851-8723.

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