

LITTLETON POLICE DEPARTMENT

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PROCEDURE #: 19-4

SUBJECT: SOCIAL MEDIA MANAGEMENT POLICY

Statutory Authority: RSA 105:2-a, RSA 155:64

NOTE: This written directive is for the internal governance of the Littleton Police Department, and as provided by RSA 516:36, is not intended and should not be interpreted to establish a higher standard of care in any civil or criminal action than would otherwise be applicable under existing law.

Date of issue

Authority

July 12, 2019

Issuing

Chief Paul Smith

Effective Date

July 12, 2019

Distribution

All

PURPOSE

The Littleton Police Department endorses the secure use of social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. This policy establishes the agencies position on the utility and management of social media and provides guidance on its management, administration, and oversight. This policy is not meant to address any one particular form of social media; rather social media in general, as advances in technology will occur and new tools will emerge.

Policy

Social media provides a new and potentially valuable means of assisting the Littleton Police and its personnel in meeting community outreach, problem-solving, investigative, crime prevention, and related objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by administrative and supervisory personnel. The department also recognizes the role that these tools play in the personal lives of some department personnel. The personal use of social media can have bearing on departmental personnel in their official capacity. As such, this policy provides information of a precautionary nature as well as prohibitions on the use of social media by department

personnel.

Definitions

1. **Blog:** A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for “Web log.”
2. **Page:** The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.
3. **Post:** Content an individual shares on a social media site or the act of publishing content on a site.
4. **Profile:** Information that a user provides about himself or herself on a social networking site.
5. **Social Media:** A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, MySpace), microblogging sites (Twitter, Nixle), photo- and video-sharing sites (Flickr, YouTube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).
6. **Social Networks:** Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.
7. **Speech:** Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.
8. **Web 2.0:** The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
9. **Wiki:** Web page(s) that can be edited collaboratively.

Department Sanctioned Presence

Where possible, each social media page shall include an introductory statement that clearly specifies the purpose and scope of the agency’s presence on the website and provide a link to the department’s official website.

Social media page(s) shall be designed for the target audience(s) such as youth or potential police recruits.

Procedures

- All department social media sites or pages shall be approved by the Chief of Police or designee and shall be administered by an appropriate designee(s).
- Where possible, social media pages shall clearly indicate they are maintained by the Littleton Police Department and shall have department contact information prominently displayed.
 - All social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies enacted by the Town of Littleton.
- Department social media pages should state that the opinions expressed by visitors to the page(s) do not necessarily reflect the opinions of the department.
 - Pages shall clearly indicate that posted comments will be monitored and that the department reserves the right to remove obscenities, off-topic comments, content that is not suitable for all audiences and personal attacks.

Potential Uses

- Social media is a valuable investigative tool when seeking evidence or information about missing persons:
 1. wanted persons;
 2. gang participation;
 3. crimes perpetrated online (i.e., cyber bullying, cyber stalking); and,
 4. Photos or videos of a crime posted by a participant or observer.
- Social media can be used for community outreach and engagement by providing crime prevention tips:
 1. offering online-reporting opportunities;
 2. sharing crime maps and data; and,
 3. Soliciting tips about unsolved crimes (i.e., Crime Stoppers, text-a-tip).
- Social media can be used to make time-sensitive notifications related to:
 1. road closures;

2. special events;
 3. weather emergencies; and,
 4. Missing or endangered persons.
- Persons seeking employment and volunteer positions use the Internet to search for opportunities, and social media can be a valuable recruitment mechanism.

Re-written By

LPD Rules and Regulations (2000)

RSA 105

Authorized By:

Paul Smith

Chief of Police