

Social Media

Lehi City Fire Department (LFD) acknowledges that the appropriate use of technology by emergency service organizations provides several useful benefits including training and the acquisition of useful information for the betterment of the department and its members. It also allows for the dissemination of information to the public for recruitment, safety education and public relations purposes. As such, LFD encourages the use of instant communication technology to that end. For the purposes of this policy, the term instant communication technology is defined as resources including, but not limited to, instant messaging, texting, paging and social networking sites such as Facebook, Myspace, LinkedIn, Twitter, YouTube and any other information-sharing services, websites and/or blogs.

This policy governs the use of LFD social media and instant communication technology and is intended to mitigate associated risks and potential negative impacts from the use of this technology where possible.

This policy applies to all employees of LFD, consultants and contractors performing business on behalf of the LFD, and is to be used in conjunction with the Lehi City Electronic Communication Usage policy.

Responsibility:

The Internet and other information-sharing platforms are ubiquitous and have little or no control of users or content. Therefore, available content may contain material of a controversial nature. LFD is not responsible for information found on these sources.

LFD understands the value of such technology, but also understands the concerns and issues raised when information is released that violates privacy concerns or portrays LFD (intentionally or unintentionally) in an illegal, negative, or unprofessional manner that reduces the public's trust in the department.

Under this restriction, employees are prohibited from disseminating or transmitting any photographs or images of individuals receiving emergency medical assistance. Any such transmission may violate Utah State Laws and/or the HIPAA privacy rights of such individuals and may result in a criminal, civil, and or disciplinary proceeding being commenced against members and employees violating this provision of the policy.

All department social media sites or pages shall be approved by the Fire Chief or designee and shall be administered by the department. Social media pages shall clearly indicate they are maintained by the fire department and shall have the department logo and contact information prominently displayed. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies of the department.

This policy is not intended to limit an employee's right to freedom of speech or expression; but as the department is a public entity, this policy has been adopted to protect the integrity and professionalism of this department, its employees and the public LFD is sworn to protect. Employees are advised that speech that is related to their official duties-- whether or not the employee is on duty or off duty-- either directly or by means of instant communication technology, may not be protected speech under the First Amendment. Speech that impairs or impedes the performance of LFD, undermines discipline and morale among co-workers or negatively affects the public perception of LFD may be

sanctioned and the employee subject to disciplinary action.

Employees must follow the following guidelines when discussing LFD on social media websites:

- Do not make any disparaging or false statements or use profane language.
- Do not make any statements or other forms of speech that ridicule, malign, disparage or otherwise express bias against any race, religion or protected class of individual.
- Make clear that you are expressing your personal opinion and not that of the Fire Department.
- Do not share confidential or proprietary information.
- Do not violate LFD policies including the Lehi City Code of Ethics.
- Do not display department logos, uniforms or similar identifying items in a way that disparages or casts the department in a negative light, or damages the reputation of the department.
- Do not release information to the public that has not been authorized by the PIO or Chief Officer.
- Do not publish any materials that could reasonably be considered to represent the views or positions of the department without authorization.

Employees are advised that they have no reasonable expectation of privacy in any of the data or files stored on or created by any city-owned computer, network, cell phone or other information system or device, including city e-mail and instant messaging systems. LFD has the right to monitor e-mail, instant messages and their content, as well as any and all

employee use of the internet and city-owned computer equipment used to create, view, or access e-mail and internet content. Employees must be aware that the electronic messages sent and received on LFD equipment, software or web pages (owned or leased) are not private and are subject to viewing, downloading, inspection, release, and archiving by LFD at all times. LFD has the right to inspect any and all files stored in private areas of the network or on individual computers or storage media associated

with LFD in order to assure compliance with policy and state and federal laws.

Inappropriate use of the internet and instant technology regarding LFD business may result in disciplinary action, up to and including termination as an employee or contractor of LFD.