

5.14.1 Social Media

(Board Approved on 7/26/11– New and Eff. 8/01/11)

A. Purpose

To establish guidelines for the use of social media by Northwest Fire District (the “District”) employees, contractors, and volunteers; to guarantee professionalism and the privacy rights of District personnel, patients, and the public that we serve; and to ensure compliance with the law.

B. Scope

This policy applies to all employees, contractors, and volunteers of Northwest Fire District.

C. Policy

1. For purposes of this policy, the term “social media” refers to blogs, microblogs (i.e., Twitter), wikis (i.e., Wikipedia, WikiAnswers), social networks (i.e., Facebook, LinkedIn, MySpace), virtual worlds (i.e., Second Life), and all other types of social media (including, but not limited to, photo- and video-sharing sites).
2. If an employee, contractor, or volunteer chooses to participate in social media, they shall abide by the guidelines set forth in this policy.
3. District employees, contractors, and volunteers shall not use the District’s logo in any social media unless expressly authorized to do so by the District.
4. District employees, contractors, and volunteers shall not use social media to disseminate any confidential information in violation of District Policies 5.5 or 5.6, or any state or federal laws.
5. District employees, contractors, and volunteers should avoid accessing social media on the District network, during working hours, unless it is within the scope of their duties to do so. Use of social media should never interfere with performance of one’s duties with the District. Operational personnel should not access social media while on a call.
6. District employees, contractors, and volunteers are personally responsible for the content they publish using social media. At no time shall they purport to speak on behalf of the District, unless it is within the scope of their duties to do so.
7. Should District employees, contractors, or volunteers choose to publish content relating to the District or their employment with the District, they shall not make slanderous or libelous statements, or engage in abusive, harassing, or threatening communications.
8. This policy shall not be construed or applied to interfere with employees’ rights under the United States or Arizona Constitutions, or any other federal or state laws.

9. Social media should never be used to release any information which could affect or impair an investigation.