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			Distribution: All
Title: Social Media Program		Section: Programs	
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Rescinds: All Previous		Amends:	
CALEA References:			
Review: Annual	Authority: Chief Michael A. Keller 		

## I. Purpose

The purpose of this General Order is to provide guidelines and to establish criteria for the department's social media program. Social media is beneficial for connecting with the community and an avenue for community members to have contact with the department and to exchange information.

## II. Policy

The Andover Police Department endorses the secure use of social media to enhance communication, collaboration and information exchange between the department and the community. It is the policy of the Andover Police Department that social media be used as a potential valuable means of assisting the department and its personnel in meeting community outreach, problem-solving, investigation, crime prevention and related objectives.

## III. Definitions

- A. **Blog:** A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments.
- B. **Post:** Content an individual shares on a social media site or the act of publishing content on a site.
- C. **Social Media:** Media designed to be disseminated through social interaction. Social media uses internet and web-based technologies to transform and broadcast media monologues into social media dialogues.
- D. **Social Networking Sites:** A website that provides a social structure made of individuals (or organizations), which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislike, or relationships of beliefs, knowledge or prestige.
- E. **Social Networking:** The practice of expanding the number of one's business and/or social contacts by making connections through individuals.

## IV. Regulations

- A. Members shall conduct themselves at all times as representatives of the department and, accordingly, shall adhere to all department standards of conduct and observe conventionally accepted protocols and proper decorum when posting on department social media sites/pages [B].

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- B. Members shall not make statements about the guilt or innocence of any suspects or arrestee(s), or comments concerning pending prosecutions; nor post, transmit or otherwise disseminate confidential information, including photographs or videos, related to department training, activities or work related assignments without permission from the Chief of Police or his or her designee [B].
- C. Members shall not use personally owned devices to post on the department's social media sites/pages unless authorized by the Chief of Police [B].
- D. Employees are prohibited from posting, transmitting, and/or disseminating any pictures, audio recordings or videos of official department training, activities, or work related assignments on personal web pages, social media sites, social networking sites or other internet sites without the express written consent of the Chief of Police [A].
- E. Members shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to social media [A].

## V. Procedures

### A. Guidelines

1. All Andover Police Department social media sites and/or pages shall be approved by the Chief of Police or designee.
2. The department's community outreach coordinator will administer and oversee all department social media sites and/or pages.
3. An approved member(s) will monitor social media sites and will take appropriate action against posts or comments that violate terms outlined in this General Order.
4. The social media sites or pages shall clearly indicate they are maintained by the Andover Police Department and shall have the department contact information prominently displayed.
  - a. Each social media site shall include an introductory statement that clearly specifies the purpose and scope of the department's presence on the website.
  - b. Each social media site shall include the department's mission statement, social media disclaimer and post/comment policy.
    - i. Social media sites should state that the opinions expressed by visitors to the page(s) do not reflect the opinion of the Andover Police Department.
    - ii. Social media sites shall clearly indicate that posted comments will be monitored and that the Andover Police Department reserves the right to remove obscenities, discriminatory off topic comments and personal attacks.

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- iii. Social media sites shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
  - c. Each site(s) should link to the City of Andover and the Andover Police Department's official website.
- 5. Social media sites and/or pages shall adhere to applicable federal, state and local laws, regulations and policies.
  - a. Content is subject to public records laws. Relevant record's retention schedules apply to social media content.
  - b. Content must be managed, stored and retrieved to comply with open records laws.
- 6. Department members representing the Andover Police Department via social media sites shall do the following:
  - a. Members shall conduct themselves at all times as representatives of the department and, accordingly, shall adhere to all department standards of conduct and observe conventionally accepted protocols and proper decorum when posting on department social media sites/pages.
  - b. Identify themselves as members of the Andover Police Department unless acting in an undercover capacity and with prior approval of the Chief of Police.
  - c. Members shall not make statements about the guilt or innocence of any suspects or arrestee(s), or comments concerning pending prosecutions; nor post, transmit or otherwise disseminate confidential information, including photographs or videos, related to department training, activities or work related assignments without permission from the Chief of Police or his or her designee.

**B. Using Social Media Sites/Pages**

- 1. Social media is a valuable investigative tool when seeking evidence or information about crime in general, to include:
  - a. Missing persons;
  - b. Wanted persons;
  - c. Gang participation;
  - d. Online crimes i.e., cyber bullying, cyber stalking;
  - e. Photos or videos of a crime posted by a participant or witness.
- 2. Social media can be used for community outreach programs that are offered by the Andover Police Department to include:
  - a. Providing crime prevention tips;
  - b. Offering online reporting programs i.e., Crime Stoppers;
  - c. Crime data information i.e., Crime Reports.
- 3. Social media can be used to make time sensitive notifications to include:
  - a. Weather emergencies;
  - b. Road closures;

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- c. Traffic issues;
- d. Special events.

### **C. Operation**

1. Communications Officers will monitor the department's main social media sites and/or pages.
  - a. Communications Officers are encouraged to post comments to include:
    - i. Weather emergencies i.e., thunderstorm watches and warnings, tornado watches and warnings, significant weather advisories;
    - ii. Motor vehicle accidents and traffic issues;
    - iii. Road closures that affect travel in the city.
    - iv. Upbeat, positive socially acceptable courtesies and/or commentary.
  - b. Communications Officers should monitor posts/comments and take action against posts/comments that violate terms of the post/comment policy and the disclaimer, when possible.
2. Members that have a social media site/page that involves their special assignment will monitor posts/comments and take appropriate action against posts/comments that violate terms of the post/comment policy and the disclaimer.
3. Watch commanders will have the authority to have posts/comments added that include:
  - a. Crimes in progress or crimes that have recently been committed;
  - b. Missing persons;
  - c. Major criminal events.
  - d. Incidents of public interest.
4. The Andover Police Department Community Outreach Coordinator will be responsible for posting comments about special events, good deeds done by members of the department, and any other information that the community should know about.
5. Any incident requiring a post to be removed from a department social media site will be reported to the Chief of Police and Community Outreach Coordinator via email immediately.
6. The Community Outreach Coordinator will be responsible for providing the Chief of Police with quarterly statistics and/or a summary of activity from social media sites/pages.