


Subject: <b>Kinston Police Department</b>	Document #:		Effective Date:	Page:
<b>Social Media Networking</b>	<b>200 - 6</b>		<b>01-01-2020</b>	<b>1 of 2</b>
Approval: <b>Chief of Police</b>	Manual: <b>Policy and Procedure</b>			

## I. PURPOSE

To establish a policy on the use or creation of internet content, texting, emailing, video, digital photography or other related electronic media that can be linked to the Kinston Police Department and or City of Kinston.

## II. DEFINITIONS

- A. Social Media: Interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

## III. POLICY

- A. Postings on internet social networking sites such as Facebook, YouTube, Twitter, Myspace or any other related sites are prohibited while using city-owned equipment, unless authorized by the Chief of Police or his/her designee.
- B. If an employee or any group of Kinston Police Department employees chooses to identify themselves as a City of Kinston employee on a website or blog, they must adhere to the following guidelines:
1. Do not disclose any information that is confidential or proprietary to the City of Kinston, the Kinston Police Department, or any third party that has disclosed information to the City of Kinston or the Kinston Police Department.
  2. Uphold the City of Kinston and the Kinston Police Department value of respect for the individual and avoid making defamatory statements about employees, citizens, partners, vendors, or other agencies.
  3. Act in a manner consistent with the City of Kinston and the Kinston Police Department public image, respect its traditions, and avoid using any City resources in a derogatory or unprofessional manner.
  4. Do not let the maintenance of such sites interfere with the member's job duties and responsibilities.
  5. Act in accordance with all other City and Departmental policies.
  6. Do not post unauthorized content. This includes, but is not limited to:
    - a. The official City of Kinston and/or the Kinston Police Department emblem which may only be used with permission from the Chief of Police or their designee.

Subject: <b>Kinston Police Department Social Media Networking</b>	Document #: <b>200 - 6</b>		Effective Date: <b>01-01-2020</b>	Page: <b>2 of 2</b>
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- b. Inappropriate images of any Kinston Police Department and/or City of Kinston employees.
  - c. Sensitive information such as radio frequencies and “helmet cam” videos.
  - d. Photos taken at incidents or other on-duty activities unless authorized to be used (for protection of civilians and department members). Photos taken of training exercises conducted by the Department may be posted unless such photos display inappropriate characterization of the Organization.
7. Use the following statement (verbatim) on the site: ***“This website is independently operated and maintained. Any information contained on this site is not endorsed or approved by the Kinston Police Department or the City of Kinston. The views presented do not necessarily represent the views and opinions of the Kinston Police Department, City of Kinston, or its leadership.*”**
- C. Employees, participating in social networking while off-duty, must be mindful of the negative impact of inappropriate or unauthorized postings to social networking sites relating to the Department and/or members of the organization. An individual’s posts shall not meaningfully impair the efficiency of the Kinston Police Department (as in accordance with United States Court of Appeals for the Fourth Circuit in, *Liverman v. City of Petersburg*).