



SOUTH MIAMI POLICE DEPARTMENT

GENERAL ORDER NUMBER: 27.2	DATE OF ISSUE: May 1, 2014	EFFECTIVE DATE: May 1, 2014	NUMBER OF PAGES: 3
CFA STANDARD: 32.05 SUBJECT: <i>Departmental Use of Social Media Sites</i> DEPARTMENTAL SOCIAL MEDIA ACCOUNTS	NEW (X) RESCINDS () AMENDS () OTHER ()	By Order Of:  Rene Landa , CHIEF OF POLICE	

SECTIONS:

- 27.2.1 Selection of Social Media
- 27.2.2 Control of Media Sites
- 27.2.3 Information for Release
- 27.2.4 Information not for Release

PURPOSE:

Police Departments can have a greater impact on crime with the help of an informed public. By enhancing communication with the public it serves, a law enforcement agency can improve safety, prevent crime, and build confidence with the citizenry. Social media, primarily FACEBOOK and TWITTER may enhance the level of communication between the Police Department and the public.

SCOPE: All departmental personnel.

POLICY:

The South Miami Police Department will utilize different public social media sources to inform the public of its activities and public safety issues facing the community. Social media sources, specifically FACEBOOK and TWITTER, are two tools which can enhance efforts by the Department to give the public it serves timely information on public safety issues and crime prevention tips.

DEFINITIONS

Facebook: an online social networking service.

Social media: forms of electronic communication through which users create online communities to share information and other content.

Twitter: an online social networking service that enables users to send and read "tweets", which are text messages limited to 140 characters

PROCEDURE:

1. Selection of Social Media

The decision of which social media to use to further with the public it serves will belong to the Chief of Police as coordinated with the City Manager. The priority will be to use those media that most efficiently reaches the public served by the Department.

2. Control of the Media Sites

The use of social media by the South Miami Police Department will be exclusively for the purpose of enhancing public safety in South Miami. Information released to the public through these social media sites will remain the responsibility of the Chief of Police. The actual account manager of the departmental FACEBOOK and Twitter account will be the Communications Supervisor under the supervision of the Chief of Police, who serves as the Public Information Officer (PIO). The Communications Supervisor (CS) will be solely responsible for creating the information for public dissemination and ensuring that the information is consistent with the direction of the Chief and the mission of the Department and Florida law. [CFA32.05(a)]

3. Information for Release

Information for release to the public through these social media sites include:

- A. Activities of the Police Department at City sponsored events
- B. Crime Prevention tips
- C. Traffic information
- D. Issues of public safety

4. Information not for Public Release

Some of the information not to be posted on these sites includes:

- A. Names and identities of undercover officers
- B. Information about on-going investigations
- C. Names of subjects arrested by the department
- D. Names and addresses of victims and burglaries and other issues involving residences and business
- E. Political endorsements
- F. Any non-factual information.

5. Monitoring of Sites

The Chief of Police as Public Information Officer will see that the Communications Supervisor shall monitor the Department's FACEBOOK and

TWITTER accounts on a daily basis and shall remove unauthorized links to other websites, blogs, and other information not related to public safety in South Miami. Additionally they shall remove comments from any source that are off-topic and/or contrary to the public safety in South Miami. Any public record pursuant to FS 199, which is removed from the accounts, shall be kept in a separate file, including the date posted and removed, and is to be maintained by the City Clerk pursuant to applicable law.