*This model program is intended for general information purposes only. It should not be construed as legal advice or legal opinion regarding any specific or factual situation. Always follow your organization’s policies and procedures as presented by your manager or supervisor.*

**Digital Imagery and Social Media Policy**

**Purpose**

Digital imagery and social media have become an integral part of everyday life. It can be a fun, rewarding way to share your life and opinions with family, friends, co-workers, and business contacts. But it presents certain risks and carries with it certain responsibilities.

While we recognize and respect the rights of members to engage in your own personal activities while not working, the line between personal voice and institutional voice and reputation are often blurred.

Please use this *Digital Imagery and* *Social Media Policy*, to guide your participation in social media, both personally and professionally. It should help you use social media in positive, responsible ways, while also protecting the privacy, confidentiality, and interests of **Name of Fire Department**.

This policy addresses issues related to members use of “social networking” and “social media,” including, but not limited to internet-related activities, such as blogging, Facebook, Myspace, YouTube, Instagram, Group Me, etc. and other media forms of communications, such as texting, instant messaging, Twitter, etc.

We encourage our members to use certain social media to promote the best interests of **Name of Fire Department**, but please remember to always use professionalism in any department-related to social media, as you would in any other communications.

**Recording and dissemination of digital images**

Under no circumstances will members be allowed to use a personal camera, video recorder, or camera/video function of a personal cellular phone, PDA, or any other digital imaging device while at any incident.

All scene photography/video shall be for clinical, documentation, or training purposes only, and conducted by or at the direction of the **Name of Fire Department** personnel in charge of the scene, using only approved department equipment.

The following is a list of approved department recording equipment

List cameras of responders, dash cameras, helmet cameras, fire prevention bureau and others

All photographs containing individually identifiable patient information are covered by HIPAA privacy laws and must be protected in the same manner as patient care reports and documentation.

Any on-scene images and or any other images taken by a member in the course and scope of their employment are the sole property of the **Name of Fire Department**. This includes any images taken inadvertently with a member’s personally-owned camera, cell phone camera, or any other digital imaging device.

No images taken by a member in the course and scope of their liberally-defined “duties” may be used, printed, copied, scanned, e-mailed, posted, shared, reproduced or distributed in any manner. This prohibition includes the posting of any of **Name of Fire Department** photographs on personal Web sites such as, but not restricted to: Facebook, Myspace, YouTube, other public safety agency websites, or e-mailed to friends, relatives or colleagues.

Considerations for posting will be given by the **WHO** (such as Fire Chief or Fire Commissioner) when images are provided in advance of any posting as described in the Scope and #5.

All digital images will be downloaded from devices as soon as possible, and will be cataloged and stored in a secure database with controlled access. After being downloaded, images on memory cards/tapes of the devices will be erased.

The use of unauthorized helmet cameras is strictly prohibited.

Personal use of department cameras is strictly prohibited.

Violation of this digital imagery policy, or failure to permit inspection of any device covered in this policy, may result in disciplinary action.

**Social Media Policy**

The only approved way to promote **Name of Fire Department** on your personal social media accounts is to directly share/retweet the original Department post, unless you are given specific authority to serve as a department spokesperson by your Executive Chief Officers

When you share the original post from official **Name of Fire Department** social accounts, you may add a comment, but please use common sense when posting.

In addition to #.3.1, members are permitted to post invitations to events sponsored by **Name of Fire Department** from the Department website, and

When attending events, tradeshows or conferences for professional purposes on behalf of the **Name of Fire Department**, you may post about the event on your personal social media accounts. Please use common sense when doing so and tag the **Name of Fire Department** social media handles.

Do not provide links to any of **Name of Fire Department** internal or external internet material in any social media for personal social media accounts, unless it is directly shared from a social post on **Name of Fire Department** official social media accounts. This does not include content from Department website.

Excluding the **Name of Fire Department** website, do not reference your personal or Department-issued email account as the contact in any social media.

If you have content ideas for posting, please submit them to Who (include contact information)

**Member’s Use of Social Media: Department Expectations**

Recognize you are legally liable for anything you write or present in social media and that common sense is the best judgment.

Do not engage in social media during work hours, in the workplace, or on any **Name of Fire Department** Information Technology Services, unless you are given specific authority by your superior.

Be respectful of **Name of Fire Department** co-workers, clients, mutual-aid partners, and others. **Name of Fire Department or municpality** policies regarding anti-harassment, anti-discrimination, confidentiality, and all other policies and procedures extend to all forms of communication, including social media, both inside and outside the workplace.

Do not use social media to harass, threaten, libel, malign, defame, disparage, or discriminate against co-workers or clients, or disparage their or the Department’s reputation in any way.

If you choose to identify yourself as a member of **Name of Fire Department** in social media, you must prominently and expressly state that any views expressed therein are their own and not those of the **Name of Fire Department**.

You shall not imply, explicitly or implicitly, that you represent **Name of Fire Department** in any way.

Your use of social media is outside the scope of fire department membership and is not a representation or authorized communication of any kind on behalf of the, **Name of Fire Department** unless you are specifically requested to participate in social media on behalf of the **Name of Fire Department**

The **Name of Fire Department** has published complain policies and procedures in the describe where by which an employee may make a work-related complaint. The **Name of Fire Department** requests and encourages all members to bring work-related complaints to **WHO** Department’s Executive Officer’s attention before disclosing such complaints in any social media in order to provide the Wood-Ridge Fire Department and Emergency Squad with a fair opportunity to address such complaints or concerns.

For personal social media purposes only, you are prohibited from posting pictures, video, audio, or other content of any of **Name of Fire Department** premises, property, activities; posting logos or other trademarks or copyright material of the **Name of Fire Department**; or posting pictures, video, audio, or other content related to co-workers, civilians without prior, express written consent thereof.

**Department Rights and Commitments**

The **Name of Fire Department** reserves the right to monitor employee use of social media regardless of location (for example, at work on a department computer or on personal time on a non-borough computer).

Violation of this policy may subject an employee to discipline up to and including termination from the **Name of Fire Department**.

Nothing in this policy is intended to prevent, interfere with or otherwise restrict members from legitimately engaging in activity protected by Section 7 of the National Labor Relations Act such as an employee’s right to collectively discuss the terms and conditions of their employment, collective bargaining, or other mutual aid or protection.