



South Metro Fire Rescue Fire Protection District

Social Media Policy

Sharing South Metro Fire Rescue news, events or promoting the mission, vision and values through social media tools is a valuable way of staying connected to our community. Employees are encouraged to repost and share information with their family and friends that is available to the public such as: press releases, articles in the FireLine, Internet news, etc. News on our internal Intranet should not be disseminated outside of the organization. The best way to share District news is to link to the original source or like us on Facebook and share our posts. Under no circumstances shall an employee share information that is not part of the public record, i.e., employee or patient information or any other information that may be deemed private or protected. As a South Metro Fire Rescue employee you enjoy the public's trust, do not post or email anything that could damage that trust or diminish our professional reputation.

- Respect the privacy of coworkers on social media sites.
- You are responsible for what you post on your own site and on the sites of others.
- The line between professional and personal business is sometimes blurred: Be thoughtful about your posting's content and potential audiences. Be honest about your identity. In personal posts, you may identify yourself as a South Metro Fire Rescue employee. However, please be clear that you are sharing your views as an individual, not as a representative of the South Metro Fire Rescue.
- There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. You do not know all the friends of your friends or their families, so remember that the audience you are posting to, may not be the only audience that sees your post.
- If you use photos taken while working or at a South Metro Fire Rescue function, use only those photos that are approved under the SMFR photo policy. (When in doubt, check with the PIO.)
- Do not use any form of the South Metro Fire Rescue logo on your personal online sites.
- Do not use South Metro Fire Rescue's name to promote or endorse any product, cause or political party or candidate.

- Ask yourself, would I be okay if this were to be reprinted in the newspaper or aired on the evening news?

Example: You are at a fatal car accident and you take a photo that you later post on your Facebook. One of your friends is a friend of the wife whose husband died in that accident. What perception of our organization would the wife have after seeing that photo taken by a firefighter who was taking care of her husband? What feelings might it evoke? Not only would a situation such as this violate our photo policy, but it would also violate the public trust.

