

OFFICE OF THE CHIEF OF POLICE

NOTICE

October 19, 2018

2.2.5

TO: All Department Personnel

FROM: Chief of Police

SUBJECT: PROCEDURES AND GUIDANCE FOR OFFICIAL DEPARTMENT AND PERSONAL SOCIAL MEDIA ACCOUNTS

Purpose. The purpose of this Notice is to inform Department personnel of the required procedures for establishing and maintaining an official Department social media account and to remind personnel of their obligation to adhere to Department policies and standards of conduct when using social media platforms for official business or personal use.

Background. Social media accounts are forms of electronic communication (such as online services for social networking, blogging, or disseminating content) where users form online communities share information, ideas, messages, and digital content such as video and audio recordings. Social media platforms include Facebook, Instagram, YouTube, Twitter, Snapchat and many other online services that enable users to create and share content or participate in social networking.

Social media is a powerful tool through which the LAPD can disseminate important information to the community, listen to voices and perceptions of the Department, connect directly with our community members online, and build public trust. Social networks and other online media are excellent tools for engagement and two-way communication, but inappropriate use may undermine the public's faith and trust in the Department and its mission. Accordingly, this Notice serves as an important reminder that existing Department policies, procedures, and standards of conduct are applicable to all Department personnel when using social media platforms for professional or personal use. In addition, this Notice provides new procedures for opening and maintaining a social media account to conduct official Department business.

OFFICIAL DEPARTMENT SOCIAL MEDIA ACCOUNTS

An official Department social media account is defined as an account on a social media platform that is managed by a Department employee and which represents the Los Angeles Police Department through the use of logos, badges, or written content.

Official Department social media accounts may be used for official business such as:

- Disseminating public safety bulletins, messages, and other authorized official information;
- Providing crime prevention and emergency preparedness tips;
- Promoting Department-sanctioned events;
- Promoting recruitment efforts;
- Seeking assistance for criminal investigations; and,
- Promoting two-way communication and outreach with community members on issues relevant to the official business of the Department.

Establishing an Official Department Social Media Account. All Department employees or entities seeking to establish an official Department social media account (e.g., geographic Area offices, specialized units, senior lead officers, and youth programs officers) shall forward an Intradepartmental Correspondence, Form 15.02.00, to the Department's Public Information Director (PID), that includes the following information:

- A description of the platform to be used (e.g., Facebook, Twitter, Instagram, or another social media service);
- The account's username and handle (if applicable);
- The account's password;
- The names and serial numbers of employees authorized to manage or post information on behalf of the Department; and,
- A concise narrative setting forth the purpose of the account and how the account will promote the Department's mission and serve the community.

The PID shall review the Intradepartmental Correspondence and determine whether the account promotes the best interests of the Department. If approved, the PID will notify the employee or entity via Department email or other official correspondence.

Existing Official Department Social Media Accounts. Account holders for official Department social media accounts in existence on the date of this Notice, shall complete an Intradepartmental Correspondence as set forth above for approval by the PID.

Command Staff Exception: Captains or above, and civilian-equivalents, are not required to obtain approval to establish a social media account representing their official position or Department command. However, Captains or above and civilian-equivalent command staff

are required to complete an Intradepartmental Correspondence notifying the PID of the establishment or maintenance of an official Department social media account. The Form 15.02.00 shall set forth:

- The platform being used (e.g., Facebook, Twitter, Instagram, or another social media service);
- The account's username and handle (if applicable);
- The account's password;
- The names and serial numbers of employees authorized to manage or post information on behalf of the Department; and,
- The purpose of the account and how the account promotes the Department's mission and serves the community.

Change of Authorized User for Official Department Social Media Accounts. If an account holder makes administrative modifications such as changing the account name, handle, authorized users, or other features, the account holder shall notify the PID via an Intradepartmental Correspondence as soon as practicable.

Passwords and Security. The integrity and security of official Department social media accounts is critical to preventing unauthorized use or the unauthorized disabling of an account. Employees should use strong passwords and two-factor authentication security features when available. Employees should also store the password to any official Department social media account in a safe location and not share it with any unauthorized users.

Blocking. Employees using an official Department social media account generally should not block or mute users or followers unless failure to do so impacts public or officer safety. Absent exigent circumstances, personnel shall first consult with the PID for direction prior to blocking or muting a user participating in an official Department social media account.

Employees should also report violations of the terms and conditions of any social media platform by a user or follower to the appropriate social media platform.

Email Addresses. Official Department Social Media Accounts shall be registered to a Department email address.

Posting of Content – Investigations and Officer Safety. Personnel shall not post to social media platforms, information that would compromise an on-going investigation or compromise officer safety by revealing ongoing or future tactical operations or disclosing confidential tactics

or techniques. In addition, official Department social media accounts shall not be used to post photographs of arrestees (including booking photos), victims, or witnesses except for approved investigative purposes or with the person's consent.

Posting of Content – Official Department Positions. Statements on issues of public importance posted to official Department social media accounts are official representations of the Los Angeles Police Department. Therefore, personnel shall only post statements or other content which is consistent with official Department positions or otherwise authorized by appropriate Department authorities.

Posting of Content – Political Positions, Endorsements, or the Promotion of Commercial Products. Personnel are prohibited from political activity or endorsing commercial products or services in violation of City ethics prohibitions, Department policies and the standards of conduct applicable to Department employees.

PERSONAL SOCIAL MEDIA ACCOUNTS

Los Angeles Police Department personnel are permitted to use social media platforms as private individuals consistent with Department policies and the standards of conduct for off-duty behavior.

Personnel may use publicly-available LAPD insignia (including badges, logos and seals), photographs, and video content that do not violate Department policies by their public release, and information identifying the user as an LAPD employee, on personal social media accounts.¹ Personnel, however, are cautioned that identifying oneself as a Department employee or using LAPD insignia or graphics may: (1) suggest that the views expressed on the platform are positions endorsed by the Department; and/or, (2) create the appearance that the account holder is acting in an official capacity.

Accordingly, Department personnel should be mindful that a personal social media account that contains LAPD-related graphics, photographs or identifying information may create a nexus to the Department and subject the employee to the policies and restrictions applicable to on-duty contact and conducting official Department business.

Inapplicability to Undercover or Other Approved Investigative Uses. This Notice does not apply to the use of social media accounts for undercover activities or other approved

¹ The Los Angeles Police Department, however, maintains its rights and exclusive use of its registered trademarks.

investigative purposes.

References. The following documents contain additional information regarding social media procedures and responsibilities:

- Department Manual Section(s) 1/210; 1/210.35; 1/270.20; 1/270.25; 1/330; 3/405; 3/406.10 and 3/788.40.
- Operations Notice No.12: *Posting or Publishing of Advertisement for Department-Sponsored Events*, dated October 16, 2008.
- Legal Bulletin Volume 32, Issue 1: *Limitations on a Police Officer's First Amendment Right to Freedom of Expression*, dated February 27, 2008.
- *Los Angeles Police Department Social Media User Guide. 2015.*

Any questions regarding this Notice may be directed to the Public Communications Group, at (213) 486-5900.



MICHEL R. MOORE
Chief of Police

DISTRIBUTION "D"

OFFICE OF THE CHIEF OF POLICE

NOTICE

14.5

March 28, 2012

TO: All Department Personnel

FROM: Chief of Police

SUBJECT: USE OF SOCIAL MEDIA SITES

The use of social media such as MySpace, Twitter, YouTube, Facebook, and LinkedIn has become a valuable tool for communication and investigation. The Department is in the process of developing policies and procedures concerning the use of social media for personal use while off-duty, as well as for official Department-related activities. The Department recognizes the importance of social media and encourages employees to utilize social media to develop situational awareness and as investigative tools in the course and scope of their employment.

Department employees who choose to use social media sites for personal use or Department-related activities are reminded to adhere to Department policies and procedures, including but not limited to, Department Manual Sections 1/210.35, *Conduct Unbecoming an Officer*; 1/270.20, *Endorsement of Products and Services*; 3/405, *Confidential Nature of Department Records, Reports, and Information*; 3/788.40, *Internet Usage Guidelines*; and 3/813.05, *Employee's Responsibility*, and the Department's Law Enforcement Code of Ethics, which are attached herein for reference. Furthermore, the use of social media sites for Department-related activities shall only be conducted while on-duty.

Any questions regarding this Notice may be directed to Captain III Carol J. Aborn Khoury, Commanding Officer, Planning and Research Division, at (213) 486-0400.



CHARLIE BECK
Chief of Police

Attachment

DISTRIBUTION "D"

**DEPARTMENT MANUAL
VOLUME I**

210.35 CONDUCT UNBECOMING AN OFFICER. A police officer is the most conspicuous representative of government, and to the majority of the people, the officer is a symbol of stability and authority upon whom they can rely. An officer's conduct is closely scrutinized, and when the officer's actions are found to be excessive, unwarranted, or unjustified, they are criticized far more severely than comparable conduct of persons in other walks of life. Since the conduct of officers, on- or off-duty, may reflect directly upon the Department, officers must at all times conduct themselves in a manner which does not bring discredit to themselves, the Department, or the City.

270.20 ENDORSEMENT OF PRODUCTS AND SERVICES. The Department's position of providing fair and impartial service dictates that each employee must scrupulously avoid using his/her official capacity, title, or position in the Department to endorse any organization, program, product, or service when such endorsement is not approved and required in the performance of his/her duties as defined by the Chief of Police and the Board of Police Commissioners.

**DEPARTMENT MANUAL
VOLUME III**

Revised by Special Order No. 22, 2011

405. CONFIDENTIAL NATURE OF DEPARTMENT RECORDS, REPORTS, AND INFORMATION. All official files, documents, records, reports, photographs/imaging/*recordings* and information held by the Department or in the custody or control of an employee of the Department shall be regarded as confidential. Employees shall not disclose or permit the disclosure or use of such files, documents, reports, records, photographs/imaging/*recordings* or information, except as required in the performance of their official duties. The unauthorized use of information obtained through employment with the Los Angeles Police Department can subject the employee to possible disciplinary action and/or criminal prosecution. This includes information obtained from manually-stored records, as well as information obtained from automated records.

Note: Photographs/imaging/*recordings* include, *but are not limited to*, imaging such as mug shots, in-car video footage, digital interviews, digital photographs, *audio or video recordings*, etc.

Supervisors in units having access to terminal points for City-controlled computers containing confidential information shall complete an Operator Security Statement, Form 01.58.00, for each employee having access to such terminals.

Note: The home address, telephone number, and other personal information concerning Department employees may be released to persons both within and outside the Department only with approval of the watch commander or officer in charge.

DEPARTMENT MANUAL VOLUME III

788.40 INTERNET USAGE GUIDELINES. The use of the Internet or e-mail on a Department computer shall be restricted to “official Department business.” Personal use of, or time spent for personal gain is prohibited. Violation of any of these guidelines may be considered misconduct and may result in disciplinary action.

These guidelines are applicable to all City or Department-owned or controlled computers, (LAN, Personal Computers and Laptops) and telephone lines. This includes access to computers at sites and facilities that are owned, leased, rented, or utilized by Department employees. Department employees utilizing the Internet or e-mail shall cooperate with any investigation regarding the use of computer equipment. Department employees shall not:

- Gain access to or transmit California Law Enforcement Telecommunications System (CLETS) information through the Internet, including secondary dissemination of Criminal History Record information through a communications media such as Internet e-mail facilities and remote access file transfer;
- Conduct an unauthorized attempt or entry into any other computer, known as hacking, which is a violation of the Federal Electronic Communications Privacy Act (FECPA) 18 United States Code 2510;
- Copy or transfer electronic files without permission from the copyright owner;
- Send, post, or provide access to any confidential Department materials or information;
- Send private or confidential e-mail as delineated in Manual Section 4/105.15;
- Transmit chain letters;
- Send threatening, slanderous, offensive, racially and/or sexually harassing messages; and,
- Represent oneself as someone else, real or fictional, or send messages anonymously.

Note: Use of the Internet for certain investigations may require a deviation from the Internet guidelines. This could include the use of offensive language, impersonation, or use of an alias, and the accessing or downloading of offensive or explicit material. When conducting a Department authorized investigation that requires these tactics for investigative purposes, they are not considered misconduct.

In addition to these general guidelines, employees utilizing the Internet are advised that the Department has the right to access all e-mail files created, received, or stored on Department systems, and such files can be accessed without prior notification.

813. INITIAL ACTION – COMPLAINTS AND COMPLAINTS OF MISCONDUCT.

813.05 EMPLOYEE’S RESPONSIBILITY. When an employee becomes aware of possible misconduct by another Department employee, the employee shall immediately report the incident to a supervisor and/or directly to Internal Affairs Group (IAG). This requirement applies to all employees, including supervisory personnel and managers (the rank of captain or above), who learn of possible misconduct through the review of an employee’s work. Generally, the supervisor accepting the complaint shall initiate the Complaint Form, Form 01.28.00. Only supervisors shall initiate Complaint Forms.

LAW ENFORCEMENT CODE OF ETHICS

"As a law enforcement officer, my fundamental duty is to serve mankind - to safeguard lives and property, to protect the innocent against deception, the weak against oppression or intimidation, and the peaceful against violence or disorder, and to respect the Constitutional rights of all men to liberty, equality and justice.

I will keep my private life unsullied as an example to all; maintain courageous calm in the face of danger, scorn, or ridicule; develop self-restraint; and be constantly mindful of the welfare of others. Honest in thought and deed in both my personal and official life, I will be exemplary in obeying the laws of the land and the regulations of my department. Whatever I see or hear of a confidential nature or that is confided to me in my official capacity will be kept ever secret unless revelation is necessary in the performance of my duty.

I will never act officiously or permit personal feelings, prejudices, animosities, or friendships to influence my decisions. With no compromise for crime and with relentless prosecution of criminals, I will enforce the law courteously and appropriately without fear or favor, malice or ill will, never employing unnecessary force or violence and never accepting gratuities.

I recognize the badge of my office as a symbol of public faith, and I accept it as a public trust to be held so long as I am true to the ethics of the police service. I will constantly strive to achieve these objectives and ideals, dedicating myself before God to my chosen profession...law enforcement."

OFFICE OF THE CHIEF OF POLICE

NOTICE
14.5

March 12, 2015

TO: All Department Personnel

FROM: Chief of Police

SUBJECT: SOCIAL MEDIA USER GUIDE

This Notice introduces the Social Media User Guide (Guide). The Department recognizes the importance of social media and the right of employees to engage in the use of social media as private citizens. The Guide provides direction on Department-sanctioned uses of social media as an integral part of the Department's community relations mission, situational awareness, and as an investigative tool.

Specialized units with existing policies and procedures for the use of online communications, including, but not limited to, Anti-Terrorism Intelligence Section and Internet Crimes Against Children Unit are not affected by these guidelines. These units should continue to follow their respective approved guidelines regarding Online Undercover Activity.

Major Crimes Division is responsible for updating the Guide. The "Organization and Functions of the Los Angeles Police Department" link on the Department's Local Area Network will be updated accordingly.

Any questions regarding this Notice should be directed to Major Crimes Division, at (213) 486-7220.



CHARLIE BECK
Chief of Police

Attachment

DISTRIBUTION "B"

LOS ANGELES POLICE DEPARTMENT
Major Crimes Division



SOCIAL MEDIA USER
GUIDE

2015

LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

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LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

INTRODUCTION

The Social Media User Guide (Guide) provides direction on Department-sanctioned uses of social media: as an integral part of the community relations mission, for situational awareness, and as an investigative tool. The Department recognizes the importance of social media and the right of employees to engage in the use of social media as private citizens.

This Guide constitutes a set of guiding principles. All existing Department policies and directives governing general on-duty and off-duty conduct also apply to activity on the Internet including internet usage guidelines found in **Department Manual Section 3/788.40**. Due to the diverse needs of specialized units, **rules for social media use within the scope of investigations may at times deviate from this Guide, subject to approval from the unit's commanding officer.**

Specialized units with existing policies and procedures for the use of online communications, including, but not limited to, Anti-Terrorism Intelligence Section and Internet Crimes Against Children Unit are not affected by these guidelines. These units should continue to follow their respective approved guidelines regarding Online Undercover Activity.

SOCIAL MEDIA DEFINED

Social media is a category of Web-based services that incorporate user-generated content and user participation.¹ These services allow users to create public or semi-public profiles within a finite system, articulate a list of other users with whom they share a connection, and view and navigate this list and lists made by others within the system.² Within the broad category of social media are social network sites such as Facebook, microblogging sites like Twitter, photograph sharing and video sharing sites, wikis, blogs, and news sites such as Reddit. On these sites, users create online communities to share information, ideas, personal messages and other content.³

The following are terms related to social media:

- **Blog:** A diary or commentary on a particular topic that may allow visitors to post responses.
- **Chat Room:** Any form of online conferencing technology ranging from real-time online chat and online interaction with other participants over instant messaging and online forums to fully immersive graphical social environments whether or not the access is restricted.
- **Fictitious Online Persona:** A fictitious identity created on the Internet.

¹ "International Association of Chiefs of Police (IACP), Social Media Model Policy," (III. Definitions, August 2010).

² Boyd, D.M, Ellison, N.B "Social Network Sites: Definition, History, and Scholarship," *Journal of Computer-Mediated Communication*, 13(1), Article 11 (2007).
<http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>.

³ Merriam-Webster Online, s.v. "social media," accessed February 14, 2013.
<http://www.merriam-webster.com/dictionary/social%20media>.

LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

- **Listening:** The continuous conduct of searches of content on the Internet for any discussions, posts, videos, blogs, and online conversations about the Department or other topics of interest to the Department. The purpose of listening is to discover what is being said online, raise awareness about the community, and put oneself in a position to correct false information or rumors.⁴
- **Online Investigative Activity:** The use of a Fictitious Online Persona to engage in investigative activity.⁵ Fictitious Online Personas created for the purposes of identifying and examining trends and tactics, developing profiles, or conducting research does not constitute online undercover activity.
- **Online Undercover Activity:** The use of a Fictitious Online Persona to engage in ongoing interactive communication existing over the Internet with an identified person or group and is related to an ongoing investigation.
- **Wiki:** Web page(s) that can be edited collaboratively. Wikipedia is an example.

SOCIAL MEDIA BENEFITS

Reviewing social media for items of importance is referred to as listening.⁶ Social media can enhance community outreach, problem solving, investigations, crime prevention, and related objectives. There are many benefits to listening on social media channels, including awareness of what is happening in and around the community, and what is being said about the City, the Department, officers, or events. Listening during a large event can help guide resource allocation, service efforts, and assist with mitigating criminal activity.

FIRST AMENDMENT CONCERNS

Social media sites are a platform for people to express themselves, including political and religious beliefs, or views on government.⁷ The Department expressly recognizes the right of public expression. Employees should not interfere with the public's right to free speech, with the exception of those categories of speech that are not constitutionally protected (i.e., bomb threats). In addition, Department personnel shall never act as agent provocateur (an individual employed, directed, encouraged or allowed to associate with target members or groups in order to incite them to illegal action).

FOURTH AMENDMENT CONCERNS

The public has the right to be free from unreasonable searches and seizures. Employees should comply with the Fourth Amendment protections as they might apply to password protected or otherwise private social media sites or forums. Case law is still developing in this area. Many social media posts are public, but employees must be mindful of what is legally accessible and consistent with community standards and expectations. Nothing in this Guide shall relieve employees from existing "Search and Seizure" laws and policies related to social media. In the absence of clearly defined standing legal direction, official guidance should be sought from the prosecuting authority (i.e., City or District Attorney).

⁴ International Association of Chiefs of Police, "Listening Strategy Fact Sheet" (July 2011).

⁵ "Intelligence Guidelines for Major Crimes Division Anti-Terrorism Intelligence Section."

⁶ "Listening Strategy Fact Sheet," IACP, (June 2011).

⁷ "Developing a Policy on the Use of Social Media in Intelligence and Investigative Activities: Guidance and Recommendations." IACP National Law Enforcement Policy Center [Executive Summary, (February 2013)].

LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

DEPARTMENT-SANCTIONED USES OF SOCIAL MEDIA

The Department recognizes three primary law enforcement uses of social media:

- Situational Awareness
- Investigations
- Community Relations/Engagement

1. **Situational Awareness**

Social media situational awareness is gained by the passive and active searching for information impacting operations, including information found in discussion forums, posts, videos, and blogs. Some of the many tools available to assist with listening to social media to gain situational awareness include:

- **Google Alerts** are e-mail updates on user-defined search terms.
- **Search.Twitter.com** users can conduct and save searches of terms on Twitter.
- **YouTube, Vimeo, Daily Motion, etc.** are video sharing sites.
- **Craigslist** and **Backpage.com** can be searched for upcoming community events.
- **RSS Feeds** allow new content to be sent directly to the user.
- **Local Blogs** provide information on specific neighborhoods, areas, and lifestyles.
- **Subscriptions** to social media sites allow users to review current happenings.

The following are examples of the use of social media for situational awareness:

- **Policing a Nationally Televised Sports Event.** Using social media, officers can identify crimes and deploy proper resources.
- **Protecting Community Gatherings.** Social media can be used for active and passive online searches that assist in protecting large community events.

Prior to using social media for Department-sanctioned purposes, employees should read, understand and adhere to all Department network security procedures.⁸

Note: The Cyber Support Unit of each Area is still a good resource for officers and detectives to use for their everyday Cyber support and questions (refer to Operations Order No. 2, Cyber Support Unit – Revised, dated February 28, 2014).

2. **Investigations**

Social media, like any other lawful investigative method, may be used to collect evidence for a criminal case. In this capacity, social media use can be covert and/or clandestine and target a specific suspect or crime. When social media evidence deemed material to an investigation is collected, it should be:

- Printed out on paper (if feasible) and stored in the investigation case package; and,
- Preserved digitally in a format that can be shared during discovery.

⁸ Department Internet Usage Guidelines, Special Order No. 13, dated May 6, 1999.

LOS ANGELES POLICE DEPARTMENT

SOCIAL MEDIA USER GUIDE

Online Undercover Activity is defined as the use of a Fictitious Online Persona to engage in ongoing interactive communication over the Internet with an identified person or group and is related to an ongoing investigation.⁹ Fictitious Online Personas created for examining trends, tactics, developing profiles, or conducting research do not constitute Online Undercover Activity. **Unique requirements of specialized units using social media in either a covert or clandestine capacity may result in deviations from this Guide, subject to approval from the unit's commanding officer.**

Investigator Responsibilities: Investigators using a Fictitious Online Persona or conducting Online Undercover Activity must follow the below guidelines. Any deviations must be approved in writing by their Commanding Officer.

- a) **Obtain approval from his/her commanding officer** prior to using a Fictitious Online Persona during an investigation or conducting Online Undercover Activity. If prior approval was not obtained, the employee should notify his/her supervisor as soon as practicable. Approval may be granted telephonically, and the supervisor must initial the approval document (i.e., **Follow-Up Investigation, Form 03.14.00, or the Chronological Record, Form 03.11.06**) as soon as practicable;
- b) Document the approval, which should be maintained by the investigator;
- c) Supervisors approving Online Undercover Activity must notify the commanding officer of the respective investigative unit and document it on the investigator's Follow-Up Investigation, or the Chronological Record;
- d) Ensure that communications obtained during the use of the Fictitious Online Persona or during the Online Undercover Activity that are material to the investigation are documented on a Follow-Up Investigation, or the Chronological Record;
- e) Evaluate information obtained through social media resources for source reliability and content validity; and,
- f) Employees must comply with the **LA CLEAR memorandum of understanding** regarding deconfliction procedures when establishing and maintaining Fictitious Online Personas.

Investigative Examples: The following are examples of the use of social media for investigative purposes:

- **Criminal Investigations.** An investigator accessed a missing juvenile's social media account and used it to locate her. The juvenile had posted her location and condition, allowing peers to communicate, but keeping her parents unaware. Social media is now an integral part of missing juvenile investigations.
- **Online Stings.** Burglary detectives identified goods consistent with frequently stolen items. Detectives negotiated with the suspect to "buy" the items.

3. **Community Relations/Engagement**

Social media is also an extension of the Department's Community-Based Policing principles, guided by the Department's Media Relations Handbook.

⁹ Intelligence Guidelines For Major Crimes Division Anti-Terrorism Intelligence Section. Los Angeles Police Department Board Of Police Commissioners, dated September 25, 2012.

LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

Community Relations Officers should incorporate social media as part of their regular duties. Senior Lead Officers should develop and maintain appropriate social media platforms including:

- Using Skype or Facebook for virtual neighborhood meetings.
- Using Facebook for a specific crime issue or area safety hazard.
- Developing a blog to keep in contact with community members.
- Starting a youth page to encourage constructive activities.
- Using Yelp to reach out to citizens who have checked in at a police station.

Community Relations/Engagement Examples: The following are examples for using social media for community relations:

- **Officer-Involved Shooting:** After an officer-involved shooting, the watch commander used social media to identify and dispel rumors. He/She clarified the facts by disseminating information from the press release, resulting in an increase of public support for the police department.
- **Community Service/Freeway Closure:** The Department proactively disseminated information to assist drivers and citizens with a weekend closure of a major freeway. Continually updated posts reflected construction status and predicted an earlier than expected opening of the public road.

USE OF PERSONAL EQUIPMENT

Department personnel may use personal equipment to access information via social media sites when performing an authorized law enforcement mission with prior approval from the employee's commanding officer. Approval should be documented in the Employee's Report, Form 15.07.00, as per Department Manual Section 3/788.30. If prior approval cannot be obtained due to exigent circumstances, the employee should notify his/her supervisor and complete an Employee's Report, as soon as practicable. All work involving the use of personal equipment should remain in accordance with the Fair Labor Standards Act (FLSA). Personnel assigned to social media-related duties outside of their regular work shift shall obtain written permission from their commanding officer.

PROHIBITED USES

Posting inappropriate material, including photographs, via Department-sanctioned social media profiles is a violation of Department policy. The use of photographs for social media profiles should not infringe upon copyright law and should adhere to relevant legal regulations and Department policy. Generally, the use of photographs without the permission of the owner is prohibited. Some examples of prohibited on-duty social media use include:

- Engaging in illegal or illicit activities.
- Exploiting relationships for personal reasons.
- Converting on-duty contacts into off-duty relationships.
- Expressing or promoting political, social or religious beliefs.
- Endorsing commercial products.
- Posting racist, sexist, bigoted, or pornographic words, photos, images, or other media.
- Unapproved use of the Department's official trademarked images (i.e., badge, logos, motto).

LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

HOW TO START USING SOCIAL MEDIA: DOs AND DON'Ts

DOs:

- Use popular sites such as: YouTube, Twitter, Facebook, etc;
- Use MCG LAPD Online Unit to set up accounts;
- Adhere to the Media Guide when releasing information;
- Read local blogs, such as Eastsider LA, LAist, Patch, Times Blog, Yelp;
- Use Google Alerts and other similar services to help identify important information;
- Preface all social media presences with language, which clearly states that said site is not an open public forum, and is subject to policy; and,
- Communicate respectfully.

The following is an example of a well-written policy statement for Facebook:

"The purpose of this site is to present matters of community interest concerning [the entity's] programs, activities, news stories, and photos. We welcome your comments; however, please note that this is a moderated online discussion site and not a public forum.

Comments made to our page will be reviewed, and while comments will not be edited by our personnel, [the entity] reserves the right to remove comments that include:

- *Comments unrelated to the programs, activities, news stories or photos of [the entity]. The page is not meant for comments that do not directly relate to the purpose or topical scope of the page;*
- *Obscenity;*
- *Child pornography;*
- *Incitement to imminent lawless action;*
- *Speech presenting a grave and imminent threat;*
- *Fighting words;*
- *True threats;*
- *Fraud;*
- *Defamation (libel/slander);*
- *Solicitations to commit, or speech integral to, criminal conduct;*
- *Promotion or advertisement of a business or commercial transaction;*
- *Promotion in favor of, or in opposition to, a candidate campaigning for election to a political office; and,*
- *Material posted without the copyright holder's consent.*

[The entity] may take steps to have a comment removed if it falls within one of the foregoing categories.

Also, please keep in mind that this is an internet page on facebook.com. Facebook, Inc. owns and operates facebook.com. It has its own policies and standards concerning what may, and what may not, be posted and the actions that it may take with regard to unauthorized posts. See "Facebook Community Standards" at www.facebook.com/communitystandards/.

[The entity] may also take steps to remove "robospam" and/or comments by "social bots" (i.e. content posted by automatic software programs, or "hots"), if necessary, to ensure access for the general public.

[The entity] is not responsible for, and neither endorses nor opposes, comments placed on this site by visitors to this site. Commenters are personally responsible for their own comments, username, and/or any information placed on this page by the commenter."

LOS ANGELES POLICE DEPARTMENT SOCIAL MEDIA USER GUIDE

DON'Ts:

- Engage in offensive behavior/inappropriate comments;
- Endorse a vendor or the use of certain products;
- Release investigative details or photos; and,
- Use Department social media for non-Departmental or personal reasons.

SOCIAL MEDIA-RELATED POLICIES

Department employees who choose to use social media sites for personal use or Department-related activities are reminded to adhere to Department policies and procedures, including, but not limited to:

- *Department Manual Section 1/210.35, Conduct Unbecoming an Officer;*
- *Department Manual Section 1/270.20, Endorsement of Products and Services;*
- *Department Manual Section 3/405, Confidential Nature of Department Records, Reports, and Information;*
- *Department Manual Section 3/788.40, Internet Usage Guidelines;*
- *Department Manual Section 3/813.05, Employee's Responsibility;*
- *Department Manual Section 1/546, Conduct of Undercover Assignment Officers;*
- *Department Manual Section 1/547, Undercover Assignment Officers Posing as Members of the News Media;*
- *Department Manual Section 3/788.30, Provisions for the Use of Personal Computers;*
- *Use of Force Tactics Directive No. 10.1 Undercover Operations, dated March 2013; and,*
- *Operations Order No. 2, Cyber Support Unit – Revised, dated February 28, 2014.*