



UW-Madison Police Department

Policy: 54.2

SUBJECT: SOCIAL NETWORKING

REVISED DATE: 10/01/17; 08/21/19; 06/16/22

EFFECTIVE DATE: 12/31/11

REVIEWED DATE: 09/30/15; 08/21/18; 11/11/20; 06/08/21

INDEX:

54.2.1 PERSONAL ONLINE INTERNET CONTENT

54.2.2 DEPARTMENT SOCIAL NETWORKING ACCOUNTS

POLICY:

The UW-Madison Police Department shall establish policies and procedures for personal Internet conduct. These policies and procedures shall relate to posting information on the Internet or disseminating information electronically regarding or affecting the Department. No employee shall allow or permit digital media to be posted to the Internet that reasonably appears to communicate the opinions or views of the Department.

DEFINITIONS:

“Social media” refers to an electronic means for social interaction using highly accessible and scalable publishing techniques.

PROCEDURE:

54.2.1 PERSONAL ONLINE INTERNET CONTENT

The following procedures shall guide Department members as they participate in social media-related activities:

- A. Department members shall not post nor direct another person to post any digital media to the internet that:
 - 1. Could reasonably be interpreted as expressing the opinions of the UW-Madison Police Department. A member may comment on a subject of general interest and of value and concern to the public provided that in doing so the member does not suggest or imply the views expressed are those of the Department.
 - 2. Has both a reference of the member being affiliated with the Department and contains content that is unprofessional, unbecoming or illegal.
 - 3. May reasonably have an adverse effect on agency morale, discipline, operation of the agency, safety of staff or perception of the public.
 - 4. Contains any recording obtained while in the performance of enforcement activities, tactical situations, or anything that will have an adverse effect upon the agency. Digital images of training or presentations that contain no tactical information, promotions, ceremonies, and images of similar situations are permissible.
- B. Clarification on appropriate postings, if needed, shall be directed to department’s Public Information Officer (PIO).

54.2.2 DEPARTMENT SOCIAL NETWORKING ACCOUNTS

- A. The Department shall maintain one Facebook and Twitter account. Use of other sites shall be approved by the Department PIO and the Chief of Police or designee.
- B. The Department PIO manages all department social media accounts. Those designated to author and communicate on behalf of the Department include the Department PIO or designee. Authorized individuals may use Department computers and devices for duty-related social networking.
- C. Compliments or complaints regarding the professional duty or conduct of employees shall be forwarded to the Professional Standards Lieutenant for follow up in accordance with applicable directives.

- D. Postings shall be appropriate and within professional and ethical standards. Content may originate from within the Department or from outside sources, if relevant to the Mission and goals of the agency.
- E. Posting inappropriate content may violate University work rules and be subject to discipline. Inappropriate content includes postings that jeopardize officer safety, reveal tactics, compromise investigation(s), violate victim rights, or violate specific statutes related to protecting privacy (FERPA, HIPAA).
- F. The Department maintains a general Facebook account. Other accounts, such as those designated for community officers, may be authorized. Any proposed account shall be approved by the Department PIO and the Chief of Police or designee. The type of account (person, group) may be regulated by Facebook rules or may be specified by the Chief of Police or designee.
- G. The Department maintains a general Twitter account as well as a specific account for UWPD Lake Rescue & Safety. Other accounts may be authorized by the Department PIO and the Chief of Police or designee. Responses to inquiries should be as timely as possible. Breaking news tweets sent by the department shall be monitored and updated.
- H. The Department maintains a general YouTube account. Other accounts may be authorized by the Department PIO and the Chief of Police (or designee). The University has an account with YouTube that may be used upon request.
- I. The Department maintains a general Instagram account. Other accounts may be authorized by the Department PIO and the Chief of Police (or designee).
- J. The Department maintains a general Snapchat Account. Other accounts may be authorized by the Department PIO and the Chief of Police (or designee).