

POLICY STATEMENT 1063	EFFECTIVE: February 14, 2023	APPROVED: February 13, 2023
SUBJECT GBI Social Media Sites		PAGE 1 OF 4

PURPOSE

The GBI utilizes social media to enhance communication, collaboration, and information exchange; streamline processes; and foster productivity. This policy addresses the utility and management of the GBI’s social media pages and provides guidance on the management, administration, and oversight of the pages. This policy is not meant to address one form of social media, rather social media in general, as advances in technology will occur and new tools will emerge.

POLICY

Social media provides a potentially valuable means of assisting the GBI and its personnel in community outreach, problem-solving, investigative, crime prevention, and related objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by administrative and supervisory personnel.

I. DEFINITIONS

Blog: A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for “Web log.”

Page: The specific portion of a social media website where content is displayed and managed by an individual or individuals with administrator rights.

Post: Content that an individual shares on social media site or the act of publishing content on a site.

Profile: Information that a user provides about himself or herself on a social networking site.

Social Media: A category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, WhatsApp), microblogging sites (Twitter, Nixle, Tumblr), photo- and video-sharing sites (Instagram, Snapchat, TikTok, Flickr, YouTube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).

Social Networks: Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.

II. USE OF SOCIAL MEDIA

A. Strategy

1. Each social media page developed for the GBI will include an introductory statement that clearly specifies the purpose and scope of the agency's presence on the website.
2. Each social media page developed for the GBI shall clearly indicate that the GBI moderates third-party content on its social media sites and reserves the right to restrict or remove comments that contain the following type of language:
 - a. Threatening, discriminatory, obscene, hateful, or profane;
 - b. Offensive terms that target protected classes;
 - c. Harmful to the reputation of any person or organization;
 - d. Suggesting or encouraging violent or illegal activity;
 - e. Information that reasonably could compromise individual or public safety;
 - f. Advertisements or solicitations of any kind;
 - g. Off-topic posts or repetitive posts that are copied and pasted or automated;

- h. Promotion or endorsement of political campaigns or candidates;
 - i. Personal information including, but not limited to, identification numbers, phone numbers, and emails.
 3. When the GBI utilizes content filter settings on its social media sites, it will provide upon request a list of profanities and other offensive words and phrases included in such settings.

B. Procedures

1. All GBI social media sites and pages shall be approved by the Director or a designee. Only the Director of Public and Governmental Affairs shall administer GBI social media sites and pages unless another individual and/or work unit is given express permission to do so by the Director.
2. GBI social media pages will clearly indicate they are maintained by the GBI, have GBI contact information prominently displayed, and link to the GBI's official website.
3. Social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the GBI.

C. Guidelines for Use

1. The GBI Director must approve the creation of any GBI sponsored social media outlet.
2. The Director of Public and Governmental Affairs or designee representing the department via social media outlets shall do the following:
 - a. Conduct themselves at all times as representatives of the GBI and, accordingly, shall adhere to GBI Policy 1006 Standards of Conduct and GBI Policy 1062 Social Media;
 - b. Not make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecutions, nor post, transmit, or otherwise disseminate confidential information, including photographs or videos, related to GBI training, activities, or work-related assignments; and
 - c. Not conduct political activities or private business.

3. Employees working in an official capacity on a social media site may use GBI equipment with authorization from their supervisor.
4. Use of personally owned devices to manage the GBI's social media activities or in the course of official duties is prohibited without the Director's permission.
5. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

D. Potential Uses

1. Social media may be a valuable investigative tool. Investigative Division personnel will comply with Investigative Division Directive 8-6-5 Guidelines for the Use of Social Media by the Investigation Division when using social media for investigative purposes.
2. Social media may be used for community outreach and engagement by
 - a. providing crime prevention tips;
 - b. offering online-reporting opportunities;
 - c. sharing crime maps and data; and
 - d. soliciting tips about unsolved crimes (i.e., Crimestoppers, text-a-tip).
3. Social media may be used to make time-sensitive notifications related to
 - a. special events,
 - b. missing or endangered persons, and
 - c. critical incidents.
4. Persons seeking employment and volunteer positions use the Internet to search for opportunities, and social media may be a valuable recruitment mechanism.