



# Carrboro Police Department

<b>Subject:</b> <b>Chapter 36: SOCIAL NETWORKING POLICY</b>		<b>Number:</b> <b>V. Subsections</b>
<b>Issued: 07-02-18</b>	<b>Revised: N/A</b>	<b>Pages: 1 of 2</b>

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## **I. OBJECTIVE**

To establish guidelines with respect to the use of personal web pages, internet postings and social networking web sites by departmental personnel.

## **II. POLICY**

The proper functioning of any law enforcement agency relies upon the public's confidence and trust in the individual officers and the agency to effectively protect and serve the public. Any matter which brings CPD personnel or this department into disrepute has the corresponding effect of reducing public confidence and trust in our department, impeding the ability to work with and serve the public. Professionalism is the most significant factor in providing the highest level of service to the public, which in turn builds the public confidence and trust. While employees have the right to use personal/social networking web pages or sites, as members of the Carrboro Police Department, they are public servants who are held to a higher standard than the general public with regard to general conduct and ethical standards. It is the policy of the CPD to maintain a level of professionalism in both on-duty and off-duty conduct, and employees shall not engage in conduct that contradicts or impedes the mission of our department.

## **III. PROCEDURES**

- A. Employees who have personal web pages, memberships with social networking web sites or other types of internet postings, which can be accessed by the public, shall not identify themselves directly or indirectly as an employee of the Carrboro Police Department.
- B. Photographs or other depictions of department uniforms, badge, patches, marked patrols cars, or any other item or material, which is identifiable to this department, shall not be used on employee internet postings.



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- C. Employees may not represent their personal opinions or comments as those of the Carrboro Police Department, or otherwise suggest (such as through ambiguity) that personal opinions are official positions of the Police Department.

## IV. RESTRICTIONS

- A. Employees are prohibited from posting, or in any other way, broadcasting or disseminating information on the internet, social networking sites or other media of communication, the business of this department including, but not limited to, the following:
1. Photographs/images related to any criminal or departmental investigation conducted by this department;
  2. Video or audio files related to any criminal or departmental investigation conducted by this department;
  3. Any other information related to any criminal or departmental investigation conducted by this department;
  4. Any sexual, violent, racial or, ethnically derogatory material including comments, pictures, artwork, videos or other such inappropriate references; or
  5. Any material that brings discredit to or may adversely affect the efficiency or integrity of the Carrboro Police Department.
- B. Employees should consider the possible adverse consequences of internet posting, such as future employment, cross-examinations in criminal cases and public as well as private embarrassment.

## V. CONSTRUCTION

This policy is cognizant of public employee free speech rights. This policy is properly construed when public employee free speech rights are not improperly abridged by its terms. Individual employees are responsible for evaluating their prospective speech for compatibility and reconciliation with prevailing 1<sup>st</sup> Amendment jurisprudential thresholds.