



Carrboro Police Department



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I. PURPOSE

The goal of the Carrboro Police Department social media accounts is to provide the citizens of Carrboro informative information regarding events that involve the Police Department, the Town of Carrboro, and surrounding jurisdictions.

The information provided will be released in a timely manner unless the release of such information jeopardizes a law enforcement investigation, apprehension of a suspect, the prosecution of an offense, or could be harmful to witnesses, victims, or others, or is prohibited by law.

The ultimate goal of social media is to foster a relationship of mutual trust, cooperation, and respect. The Carrboro Police Department remains committed to serving the public interest in a manner which is transparent and that allows free flowing of information within the law.

All social media accounts maintained by the Carrboro Police Department are the property of the Town of Carrboro. All account users are reminded that any information released through these sites are a direct reflection of the Carrboro Police Department.

II. DEFINITIONS

- A. **Social Media:** A communication tool that facilitates interactive information sharing, interoperability, and collaboration. Commonly used social media websites are: Facebook, Twitter, Myspace, YouTube, Flickr, Blogger, and LinkedIn.
- B. **Copyrighted Material:** Material that may be protected by Copyright Law, i.e. a cartoon, article, or excerpt from a book. If the material or information is copyrighted, it may not be publicly circulated without prior authorization from the copyright holder or by use of the "Fair Use Doctrine."



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- C. E-mail Message: A single electronic mail message sent directly to another user.
- D. Identity Spoofing: A process that involves one person, system, or website successfully masquerading as another by falsifying identity-related information and thereby being treated as that trusted user or system.
- E. Post: Comments made to a user’s social networking page or site.
- F. Record: Data or information in a fixed form that is created or received in the course of individual or institutional activity and set aside (preserved) as evidence of that activity for future reference.
- G. Retention and Disposition Schedule: A document that identifies and describes an organization’s records, usually at the series level, and provides instructions for the disposition of records throughout their life cycle.
- H. Social Networking: The use of a variety of websites that allow users to share content, interact, and develop communities around similar interests.

III. RECORDS MANAGEMENT AND PRESERVATION

- A. Communications through agency-related social media is considered a public record under N.C.G.S. 132 and will be managed as such. All comments or posts made are public record.
- B. All social media account settings will be set as “public,” therefore any message sent or received will be considered public record.
- C. The Carrboro Police Department will assume responsibility for public records and adhere to the schedule of collection for social networking website set by the North Carolina State Archives.

IV. INFORMATION TO BE RELEASED THROUGH SOCIAL MEDIA

- A. Road closures or blockages.
- B. Special events, i.e. road races, Music Festival, Christmas Parade, Open Street



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Festival, Halloween events, Latino Festival, Coffee with a Cop, Shop with a Cop, or any other Town event.

- C. Emergency events, i.e. storms (hurricane, ice, snow), power outages, traffic light outages, or railroad crossing malfunctions.
- D. Promotion announcements.
- E. Retirement announcements.
- F. Officers of the Year announcements.
- G. Officer accomplishments (upon officer approval).
- H. New employees at the Police Department.
- I. Crime alerts.
- J. Missing or abducted persons.
- K. Traffic alerts or enforcement campaigns, i.e. Pedestrian Operations, Click-it or Ticket, etc.
- L. Lost pets.
- M. Anything outside of this list needs to be approved by the Chief of Police, Captain of Administrative Services, or Captain of Field Operations prior to release. For example: No Shave November photographs.

V. INFORMATION NOT TO BE RELEASED THROUGH SOCIAL MEDIA

- A. Personal information of officers or Town officials.
- B. How Police Department equipment works, i.e. Radar, Taser, or PBT. This includes images of equipment being operated.
- C. Any exchange of ideas or personal viewpoints regarding politics, war, governmental entities, or people.



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VI. ADMINISTRATIVE RESPONSIBILITIES

The Chief of Police or his/her designee will be responsible for the release of information through social media. Prior to any information being released through social media, it must be approved by the Chief of Police, Captain of Administrative Services, or Captain of Field Operations. If neither is available during the time to which the information needs to be release, the on-duty Lieutenant can authorize the information to be released.