

**SOCIAL MEDIA/TECHNOLOGY S.O.P.<sup>S</sup>**  
**Eastern Berks Fire Department**

Instant Technology use in the emergency services provides useful benefits including dispatch, communications, training and the acquisition of information for the betterment of our organization as well as all our members. It also allows for the dissemination of information to the public for recruitment, safety education and public relations purposes. As such, the **Eastern Berks Fire Department** embraces the usage of instant technology and social media to enhance those ends.

We define instant technology and social media as resources including, but not limited to instant messaging, texting, paging and social networking sites such as Facebook, Twitter, Instagram, Myspace, LinkedIn, Periscope, Pinterest, Snapchat, YouTube and any other information sharing services, websites and/or blogs.

The Internet and other information sharing media are global entities with little control of users or content. Therefore, available resources may contain material of a sensitive and/or controversial nature. The **Eastern Berks Fire Department** is not responsible for information found on these sources.

While such technology is valuable, we also understand concerns and issues raised when information concerning the department, its personnel, policies, responses and/or the people we have served is released that violates privacy concerns, or portrays this organization to the public in a negative manner (intentional or unintentional.) Such misuse is a violation of department policy and violators are subject to discipline, including dismissal.

Therefore, every member must use extreme discretion when sharing opinions, information, videos or pictures gathered while on **Eastern Berks Fire Department** business (this includes emergency calls, meetings, drills, school visits, details, trainings or anything obtained on organization property or at organization functions.)

This policy is not intended to limit your right to free of speech or expression; but as a public entity, it is our duty to protect the rights of this organization, its members and the public we are sworn to protect.

Additionally, the **Eastern Berks Fire Department** owns the rights to all data and files in any department owned computer, network, cell phone or other information system. The department also reserves the right to monitor electronic mail messages (including personal/private/instant messaging systems) and their content, as well as any and all use of the Internet and of computer equipment used to create, view, or access e-mail and Internet content. Members must be aware that the electronic messages sent and received using **Eastern Berks Fire Department** equipment are not private and are subject to viewing, downloading, inspection, release, and archiving by Department Officers at all times. The department has the right to inspect any and all files stored in private areas of any department network or computers or storage media in order to assure compliance with policy and state and federal laws.

Remember, inappropriate use of instant technology/ social media concerning the **Eastern Berks Fire Department** may result in disciplinary actions, up to and including termination.

Read, accepted and signed by: \_\_\_\_\_ Print Name: \_\_\_\_\_  
Date: \_\_\_\_\_