

<p style="text-align: center;">DAVIE COUNTY, NC FIRE MARSHAL'S OFFICE STANDARD OPERATING GUIDELINES</p>	REVISION DATE 6/4/2018
<p style="text-align: center;">SUB DOCUMENT</p> <p style="text-align: center;">SOCIAL MEDIA/NETWORK SITES</p>	ADMIN PAGE 1 OF 5
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1. **Purpose**

To establish a guideline to protect the property, identity, and reputation of the Davie County Fire Marshal's Office (DCFMO) and its employees. DCFMO respects an employee's right to post and maintain personal websites, blogs and other electronic media. With growing use of the internet and limited regulations on its content DCFMO requires personnel to act in a prudent manner with regard to website and internet postings that reference the Davie County Fire Marshal's Office (DCFMO) or any other agency providing Emergency Services within Davie County, this includes its personnel or its property.

DCFMO employees are to act in the same manner with regard to photographs and electronic images and video. DCFMO employees who choose to engage in photography either through pictures and/or videos, while on duty must be aware that DCFMO has sole property rights to any image, video and/or audio produced.

2. **Guideline**

2.1 Unofficial Websites, Social Networking Sites & on-Duty Photography and Video

If an employee chooses to engage in photography, either through pictures and/or videos, while on duty, they must adhere to the following guidelines.

- DCFMO has sole property rights to any image, video or audio captured while the DCFMO employee is representing the Department in any capacity. This includes any images, video or audio taken advertently or inadvertently with an employee's personally owned camera, cell phone camera or any other digital imaging device.
- Employees are to act professionally, responsibly and respect the privacy of personal identity and property. All photographs containing individually identifiable patient information are covered by HIPPA privacy laws and must be protected in the same manner as patient care reports and documentation.
- Do not let photography interfere with member's job duties and

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responsibilities.

- Do not disclose any information that is confidential or proprietary to Davie County, the DCFMO or any third party that has disclosed information to Davie County Emergency Services.
- Uphold DCFMO value of respect for the individual and avoid making defamatory statements about employees, citizens, partners, vendors or other agencies.
- Act in a manner consistent with DCFMO's public image, respect its traditions and avoid using any Davie County resource in a derogatory or unprofessional manner.
- Do not let the maintenance of such sites interfere with the employee's job duties and responsibilities.
- Act in accordance with all Davie County Guidelines and Policies. (DC Employee Handbook)
- Do not post unauthorized content. This includes but is not limited to:
 1. The official Davie County Seal, Davie County EMS, Davie County Fire Marshal's Office (DCFMO) or Davie County Fire Department, names, patches or likeness and may only be used with permission of the Director of EM or Fire Marshal.
 2. Items such as illegally downloaded music, videos, photos and/or other copyrighted materials.
 3. Sensitive information such as radio frequencies and "helmet cam" videos.
- Use the following statement (verbatim) on the site: "This website is independently operated and maintained. Any information contained on this site is not endorsed or approved by Davie County, nor the Davie County Fire Marshal's Office. The views presented do not necessarily represent the views and opinions of Davie County nor the Davie County Fire Marshal's Office. Questionable, dishonest or other inappropriate content may be reported to the DCFMO at 336-753-6163".
- Sites that are covered, but not limited to this guideline include:
 1. Association or other Fire Department websites, which employees of DCFMO maintain independently and may not be associated with or linked to the official Davie County website without authorization by the Director of EM or Fire Marshal.

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2. All “Web 2.0” applications (i.e. personal network, social network or “social website” pages), which individual employees maintain. These applications include, but are not limited to: “Myspace,” “Facebook,” and “Twitter”.

2.3 Electronic Property of Davie County Fire Marshal’s Office

DCFMO maintains confidential records on its employees and its vendors. Such information shall remain private and protected and shall only be used for legitimate business reasons. Under no circumstances will an employee of the DCFMO disclose this information without proper authorization. The following list provides examples of private, protected information (this list is not all inclusive):

- Information in employee databases.
- Personal protected information (employees):
 1. Full legal name.
 2. Contact information such as personal phone numbers and emails, mailing and residential addresses etc.
 3. Identification numbers such as social security number, driver’s license number, employee ID number, etc.
 4. Identifying information such as age, gender, race, religion, marital status, military status, educational level, etc.
 5. Images such as photographs and scanned signatures
- Information of other entities (non-employees):
 1. Personal information of emergency contacts
 2. Personal information of job applicants

2.4 Request for Information

Some DCFMO and/or personal employee information is public record. Other records are private under all circumstances. To ensure that all requests for information are handled consistently and in accordance with appropriate regulations, all inquiries must be directed to Davie County Administrative Offices upon receipt.

2.5 Employees shall abide by the following when using social media.

- Employee’s are free to express themselves as private citizens on social media sites to the degree that their speech does not impair working relationships of this department for which loyalty and

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confidentiality are important, impede the performance of duties, impair discipline and harmony among coworkers, or negatively affect the public perception of the department.

- As public employees, department personnel are cautioned that their speech either on or off duty, and in the course of their official duties that has a nexus to the employee's professional duties and responsibilities may not necessarily be protected speech under the First Amendment.
- This may form the basis for discipline up to dismissal if deemed detrimental to the DCFMO.
- DCFMO personnel should assume that their speech and related activity on social media sites will reflect upon their position within the office and of this office.

2.6 Department personnel are cautioned not to do the following:

- Display department logos, uniforms, or similar identifying items on personal web pages without prior written permission.
- Post personal photographs or provide similar means of personal recognition that may cause you to be identified as a **firefighter** or employee of this office.
- When using social media, DCFMO personnel should be mindful that their speech becomes part of the worldwide web.

2.7 Adherence to the DCFMO's code of conduct is required in the personal use of social media. In particular, DCFMO personnel are prohibited from the following:

- Speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, or any protected class of individuals.
- Speech involving themselves or other department personnel reflecting behavior that would reasonably be considered reckless or irresponsible.
- Department personnel may not divulge information gained by reason of their authority; make any statements, speeches, appearances, and endorsements; or publish materials that could

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reasonably be considered to represent the views or positions of the Davie County Fire Marshal's Office without express authorization.

- 2.8 **Department personnel should be aware that they may be subject to civil litigation for publishing or posting false information that harms the reputation of another person, group, or organization otherwise known as defamation to include:**
- Publishing or posting private facts and personal information about someone without their permission that has not been previously revealed to the public, is not of legitimate public concern, and would be offensive to a reasonable person;
 - Using someone else's name, likeness, or other personal attributes without that person's permission for an exploitative purpose; or
 - Publishing the creative work of another, trademarks, or certain confidential business information without the permission of the owner.
- 2.9 **DCFMO personnel should be aware that privacy settings and social media sites are constantly in flux, and they should never assume that personal information posted on such sites is protected.**
- 3.0 **DCFMO personnel should expect that any information created, transmitted, downloaded, exchanged, or discussed in a public online forum may be accessed by the DCFMO at any time without prior notice.**