



Rogers Fire Department Standard Operating Procedures

Policy Title:	Social Networking Web Usage		
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PURPOSE

The purpose of this policy is to provide guidelines for the use of social networking websites and blogs by fire department personnel. This applies to both on and off-duty usage of the websites.

POLICY

1. Personal blogs and social media accounts should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of the Rogers Fire Department. Members should be clear about the perspective of any writings and postings made so that it does not appear that they are speaking on behalf of the Rogers Fire Department.
2. Information published on blog(s) or social media accounts must comply with the Rogers Fire Department's confidentiality policy. This also applies to comments posted on other blogs, forums, and social networking sites.
3. Members shall be respectful to the Rogers Fire Department, other city departments, employees, citizens, etc in their social media interactions. Social media activities shall not interfere with work commitments. Excessive use of social networking sites while on-duty is prohibited.
4. A member's online presence reflects the Rogers Fire Department in many instances. Actions and situations captured via images, posts, or comments can reflect on a member's reputation, and ultimately the department and city.
5. Rogers Fire Department logos and trademarks may not be used in a negative manner or manipulated electronically for personal gain, humor, inflammatory context, etc.
6. Photographs or video of emergency incident scenes shall not be shared on social media without the specific approval of the fire chief.