

MONTERERY COUNTY FIRE CHIEFS ASSOCIATION
FIRE OPERATIONS MANUAL
SECTION 3-1
Social Media Policy

1. Purpose

- A. To establish Social media operational policies and procedures for Monterey County Fire Agency (MCFA) employees to abide by during any Mutual Aid, Auto Aid or Assistance by hire activities.
- B. This policy is intended to cover any Social media which is increasingly being used to communicate. While this form of communication is relatively new, the demand for information through social media has increased.
- C. Any authorized employee participating in social media sites, forums, blogs, wikis, websites or emerging social communication technologies, during authorized and designated work hours, shall be expected to adhere to these guidelines when posting related information. Uses of such emerging communication technologies include, but are not limited to: Facebook, MySpace, Twitter, Google, LinkedIn, YouTube, Flickr, Wildlandfire, etc.
- D. All MCFA employees are held accountable for work related content and information they post on social media sites. When you are representing the Agency in an official capacity, the Agency is responsible for the content you publish on social media sites.

2. Policy

- A. Employees of Monterey County Fire Agencies shall adhere to a standard of conduct that ensures respectful treatment of everyone they come in contact with during the course of their employment and work related activities. Monterey County Fire Agencies do not tolerate unprofessional, disrespectful behavior from its employees at any time, for any reason.
- B. In social media, the lines between public, private, personal and professional are blurred. Personal social media sites shall not be accessed on-duty unless authorized by the Incident Commander.
- C. Employees with personal social media accounts should be cautious of the public perceptions based on an employee identifying their employment with a MCFA. Employees should ensure that content posted on personal social media sites is consistent with the Monterey County Fire Agencies Social Media Policy.

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3. Definition

- A. Social Media and "Web 2.0" are umbrella terms encompassing the various activities that integrate technology, social interaction, and content creation. Through social media, individuals can create web content, organize, edit or comment on content, as well as combine and share content. Social media and Web 2.0 use many technologies and forms, including Web feeds, blogs, photo and video sharing, podcasts, social networking, fan sites, and virtual worlds.
- B. Agency is used to represent any State, Local or Federal Fire Department.

4. Procedures:

- A. Any Social Media and Web 2.0 activities require the approval of the incident commander.
- B. When using approved social media accounts, refrain from posting comments or opinions about controversial issues, personal matters and other non-department material. Always keep in mind that you are representing a MCFA and everything that is posted is a direct representation of MCFA.
- C. While committed to an emergency incident, any photos or social media output must be approved by the Incident commander of the agency having jurisdiction prior to sending.