



Wyoming County Emergency Services Policy and Procedure

Social Media Policy

Date Developed:	September 6, 2019
Effective Date:	September 6, 2019
Revised Date:	

Developed By:	Brian Meyers, Director of Fire and Emergency Management
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References:	None
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POLICY: It is the policy of the Wyoming County Office of Emergency Services (OES) to establish social media platforms to engage, promote and inform the community and first responders of training, preparedness and response information.

PURPOSE: OES official use of social media is intended to broaden the reach of public information and emergency notifications with the community, while utilizing new platforms that offer methods of instant communication beyond traditional sources of information.

PROCEDURE:

Social Media Platforms

Social media platforms utilized by the OES will be based on the current trends in the social media world. Platforms should be widely known and utilized, as well as accepted by governmental agencies throughout the country. Currently, the OES will utilize the following social media platforms:

Facebook – Facebook allows the OES to post information, such as general precautions, scheduled events, advisories and warnings, best practices and overall safety information that is applicable to residents of Wyoming County. Facebook also allows the use of pictures and videos to help reinforce or draw the attention of intended audiences.

Twitter – Twitter will be utilized to instantly spread information posted by the OES. By linking a Twitter account to Facebook, residents will receive the tweet, which is a brief overview of the topic, and be directed to the OES Facebook page for more in depth information.

Posting Guidelines

Social media updates compete for attention in personal social media news streams. OES social media sites will be clear, precise, and follow industry best practices for posting updates.

Information posted by the OES will be:

- Relevant: Information that helps residents and pertains to their daily lives
- Timely: Information about deadlines, upcoming events, news or related to current events
- Actionable: Information to register for, attend, go or do

OES will not post:

- Information about items in litigation or about claims that could be brought against the department
- Nonpublic information of any kind
- Personnel, sensitive, or confidential information of any kind
- Medical information that violates a person's Health Insurance Portability and Accountability Act (HIPPA) protections
- Sharing of fire or EMS agencies fundraising activities
- Material that is not relevant to public safety, emergency preparedness, emergency management, hazard mitigation, all hazards, disaster response or recovery

Links

OES may incorporate links into their Facebook status updates or Twitter "tweets" that direct users back to the county website, another governmental or relevant partner websites for more information, forms, documents, services or contact information.

Comments

Comments are welcome from the public but must be monitored to ensure privacy is maintained. Comments will be removed based on the guidelines below:

- Vulgar, sexual, or other explicit language
- Personnel attacks of any kind
- Comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, status with regard to public assistance, national origin, physical or intellectual disability or sexual orientation
- Spam or links to other sites
- Clearly off topic
- Advocate illegal activity
- Promote particular services, products, or political organizations
- Infringe on copyrights or trademarks
- Personally identifiable medical information
- Information that may compromise the safety, security, health, or proceedings of public systems or any criminal or civil investigations

A generic department email may be established to allow the public to ask questions via email.

Monitoring

OES will strive to post daily information that is timely and relevant to current events. Staff will be assigned administrative rights to social media platforms by the Director of Fire and Emergency Management. These staff will be granted access by Information Technology staff to access the social media platforms via the department network. Department staff or partner agencies who wish to post information relevant to their programs may provide the administrators with information, such as fliers, pictures, diagrams, event notices, etc. to be placed on the sites. Administrators shall monitor social media sites to ensure compliance with previously stated procedures.

All use of the OES social media shall be in accordance with the Wyoming County Computer use Policy.