



PATROL GUIDE

Section: General Regulations		Procedure No: 203-32	
PERSONAL SOCIAL MEDIA ACCOUNTS AND POLICY			
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PURPOSE

To provide guidelines to members of the service pertaining to the use of personal social media accounts.

POLICY

The Department recognizes that personal social media accounts are utilized by members of the service. As such, members of the service who post, transmit, share, disseminate, and/or comment on content via their personal social media accounts, must do so in strict compliance with the provisions contained in this procedure and the rest of the Department Manual. Members of the service who violate this policy will be subject to disciplinary action, up to and including dismissal.

DEFINITIONS

SOCIAL MEDIA – A category of internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites, photo and video sharing sites, wikis, blogs, and websites such as Facebook, Instagram, Flickr, YouTube, LinkedIn, Snapchat, and Twitter.

PERSONAL SOCIAL MEDIA ACCOUNT – A personal account established by a member of the service with a third party provider (e.g., Facebook, Instagram, Twitter, etc.) that is not officially affiliated with the Department. In addition, social media accounts established or administered by members of the service for fraternal or charity organizations, off-duty employment, civic or community organizations, etc., are also subject to the provisions of this procedure.

PROCEDURE

When a member of the service uses a personal social media account:

MEMBER OF THE SERVICE

1. Do not post, transmit, share, and/or disseminate Department and/or command identifiers as part of a privately held social media moniker (e.g., @nypd_johndoe, @053Pct_janedoe, etc.).
2. Do not post, transmit, share, and/or disseminate Department affiliations of other individuals, including but not limited to, the individual posting, tagging and/or sharing pictures of other members of the service, without express consent of that individual.
3. Do not post, transmit, share, and/or disseminate photographs of themselves or others in uniform, and/or displaying official identification, patches or badges, marked/unmarked vehicles, Department facilities, buildings, and equipment without authorization from the Department (these prohibitions will not apply to photographs taken at official Department ceremonies).
4. Do not post, transmit, share, and/or disseminate nonpublic items (e.g., arrest/booking photographs, criminal records, witness statements, crime scene photographs, videos, etc.) that were gained as a result of their position with the Department.
5. Do not post, transmit, share, and/or disseminate any content involving discourteous or disrespectful remarks, in any form, pertaining to issues of ethnicity, race, religion, gender, gender identity/expression, sexual orientation, and/or disability.