



Effective: 12/01/2016  
Last Revision: 09/15/2019

**CSU FULLERTON POLICE DEPARTMENT  
GENERAL ORDER  
NUMBER 1-10**

**SOCIAL MEDIA POLICY**

**SUBJECT:** Social Media Policy

**PURPOSE:** To establish social media sites to disseminate information from the CSU Fullerton Police Department (hereafter, referred to as “the Department”) about matters concerning law enforcement and public safety to the campus community and surrounding neighborhoods.

**POLICY:** Department has an overriding interest and expectation in deciding what is “spoken” on behalf of the Department on social media sites, this policy will establish the guidelines for the creation and use of social media sites as a means of conveying information to its community.

**PROCEDURES:**

**I. Definitions**

**A. “Social media”**

1. Is created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet.
2. Could include but is not be limited to Facebook, blogs, SnapChat, Instagram, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, and Flickr.

**B. “Comments”**

1. Include information, articles, pictures, videos or any other form of communicative content posted on the Department social media site.
2. Are controlled and monitored by the Department. See Section V for Comment Policy.

**II. Responsibilities**

The establishment and use of the Department social media sites are subject to approval by the Chief of Police or his/her designees.

- A. All Department social media sites shall be administered by the Administrative Captain, Public Information Officer (PIO), appropriate Command Staff, and/or designee.
- B. The Public Information Officer will monitor content on all Department social media sites to ensure adherence to both the Department's Social Media Policy and its interest and goals.
- C. Requests to post information over department social media by members who are not authorized to post need proper approval by the Chief of Police or his/her designees.

### III. Content

- A. Only content that is appropriate for public release, that supports the department mission and conforms to all department policies regarding the release of information may be posted.
- B. The Department social media sites should make clear that they are maintained by the Department.
- C. Wherever possible, the Department social media sites should link back to the official Department or University website for forms, documents, online services and other information necessary to conduct Department business.
- D. All Department social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- E. All Department social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to Department business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
- F. The Department does not endorse any links or advertisements that may show up on any of the Department's social media.
- G. Examples of appropriate content include:
  - 1. Announcements.
  - 2. Tips and information related to crime prevention.
  - 3. Investigative requests for information.
  - 4. Requests that ask the community to engage in projects that are relevant to the department mission.
  - 5. Real-time safety information that is related to in-progress crimes, geographical warnings or disaster information.
  - 6. Traffic information.
  - 7. Press releases.

8. Recruitment of personnel.
9. Outreach Programs/Events

#### IV. Posting to Social Media

- A. The Department reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law. Any content removed based on these guidelines must be retained by the Public Information Officer for a reasonable period of time, including the time, date and identity of the poster, when available.
- B. This policy must be displayed to users or made available by hyperlink.
- C. The Department's website at <http://police.fullerton.edu/> will remain the Department's primary and predominant internet presence.
- D. Employees representing the Department via social media sites must conduct themselves at all times as a representative of the Department and in accordance with all human resources policies.

#### V. Comment Policy

The following section is the Comment Policy that will be posted on all Department social media where the comment function is available.

#### COMMENT POLICY

##### **California State University, Fullerton Police Department Social Media Terms of Use**

By posting or commenting on any social media platform used by the California State University, Fullerton Police Department, you participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein. You further agree to the following terms of use:

The California State University, Fullerton Police Department maintains a social media program for the purpose of engaging and interacting with our community, providing relevant and timely community news, information and events, distribution of crime prevention and public safety tips, for urgent notifications of critical incidents which may affect residents, business owners and visitors to California State University, Fullerton and for those people having an interest in the California State University, Fullerton Police Department

### **Limited Public Forum**

All social media platforms used by the California State University, Fullerton Police Department are designated as Limited Public Forums. The department welcomes a person's right to express his/her opinion and encourages posters to keep comments relevant to the topic in question. Posting of any content on any social media platform used by the California State University, Fullerton Police Department, by any visitor, follower, subscriber or fan, constitutes acceptance of the terms of use described here in this policy.

For purposes of this policy, a social media platform is the website or app offered to the public to provide audio, video, still-photo or written communication between other members of the public and/or representatives of certain groups, businesses, organizations or departments. Examples of social media platforms include Facebook, Twitter, YouTube, Flickr, LinkedIn, website blogs with commenting capabilities, forums and emergency notification services.

The definition of content as used in this policy refers to any written copy, photos, graphics, videos, live-video streams, comments or any form of communicative content exchanged between parties.

### **Emergency or Non-Emergency Requests for Police Assistance**

The posting of requests for police assistance, regardless if it is of an emergency or non-emergency nature, is discouraged and will not guarantee a response by the California State University, Fullerton Police Department or any emergency service provider. In case of an emergency, or if police assistance is needed, please dial 911. If you wish to report a crime or information relevant to a crime, please call (657) 278-2515. You may remain anonymous if you wish.

In the event you post information related to a crime, you may be placing yourself in a position of becoming a witness and subject to being subpoenaed into court.

### **Endorsements**

"Friending" or "Liking" the California State University, Fullerton Police Department, or an officer or employee of the California State University, Fullerton Police Department, does not indicate an endorsement of that person's actions or comments.

A comment posted by a member of the public on any California State University, Fullerton Police Department social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the California State University, Fullerton Police Department, nor do such comments necessarily reflect the opinions or policies of the California State University, Fullerton Police Department.

### **Moderation of Content**

The California State University, Fullerton Police Department's social media platforms are intended to be "family friendly," when applicable, the department uses platform provided

content moderation/filtering options to limit foul or obscene content. The California State University, Fullerton Police Department does actively monitor the social media platforms used by the department and will remove inappropriate content as defined below, without prior notice, and as soon as possible. The department shall reserve the right to remove and/or block anyone who posts inappropriate material as determined by the department. This material may include, but is not limited to:

1. Comments not related to the original topic, including random or unintelligible comments;
2. Profane, obscene, or pornographic content and/or language;
3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
4. Defamatory or personal attacks;
5. Threats to any person or organization;
6. Comments in support of, or in opposition to, any political campaigns or ballot measures;
7. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
8. Conduct in violation of any federal, state or local law;
9. Encouragement of illegal activity;
10. Information that may tend to compromise the safety or security of the public or public systems;
11. Content that violates a legal ownership interest, such as a copyright, of any party;
12. Harassment or content which constitutes and/or facilitates stalking;
13. Content which violates the right to privacy;
14. Encouragement of violence;
15. Repetitive content;
16. Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers.
17. Posts or comments that contain any external links.

The department allow posting of photos or videos by anyone other than members of the department.

### **Denial of Access**

The California State University, Fullerton Police Department reserves the right to deny access to any California State University, Fullerton Police Department social media sites for any individual, who violates the California State University, Fullerton Police Department's Social Media Terms of Use, at any time and without prior notice.

If you wish to contest the removal or hiding of your content, or your denial of access ("banned") from our social media platforms, you may do so by contacting us at [upd.pio@fullerton.edu](mailto:upd.pio@fullerton.edu) and requesting to speak to the public information officer.

### **Facebook's Community of Standards**

All comments posted to any California State University, Fullerton Police Department Facebook site are bound by Facebook's Community Standards, located at <http://www.facebook.com/communitystandards>, and the California State University, Fullerton Police Department reserves the right to report any violation of Facebook's Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

### **The Twitter Rules**

When applicable, the California State University, Fullerton Police Department reserves the right to report any violation of the Twitter Rules, located at <https://support.twitter.com/articles/18311> with the intent of Twitter taking appropriate and reasonable responsive action.

### **YouTube Community Guidelines**

When applicable, the California State University, Fullerton Police Department reserves the right to report any violation of the YouTube Community Guidelines, located at <http://www.youtube.com/yt/policyandsafety/communityguidelines.html> with the intent of YouTube taking appropriate and reasonable responsive action.

### **Instagram Community Guidelines**

When applicable, the California State University, Fullerton Police Department reserves the right to report any violation of the Instagram Community Guidelines, located at <https://help.instagram.com/477434105621119/> with the intent of Instagram taking appropriate and reasonable responsive action.

### **Pinterest Acceptable Use Policy**

When applicable, the California State University, Fullerton Police Department reserves the right to report any violation of the Pinterest Acceptable Use Policy, located at

<https://about.pinterest.com/en/acceptable-use-policy> with the intent of Pinterest taking appropriate and reasonable responsive action.

### **LinkedIn User Agreement**

When applicable, the California State University, Fullerton Police Department reserves the right to report any violation of the LinkedIn User Agreement, located at <https://www.linkedin.com/legal/user-agreement> with the intent of LinkedIn taking appropriate and reasonable responsive action.

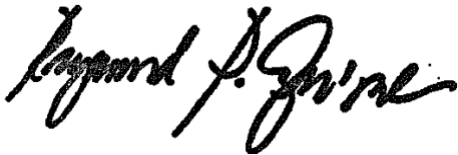
### **Questions**

Should you have any questions in regards to items contained herein this Terms of Use, please contact the California State University, Fullerton Police Department's public information officer at [upd.pio@fullerton.edu](mailto:upd.pio@fullerton.edu).

REVIEWED BY:

M. Garza

APPROVED:

A handwritten signature in black ink, appearing to read "Raymund Aguirre". The signature is written in a cursive, flowing style.

Raymund Aguirre  
Chief of Police