

2008.01	Social Media Policy	
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This procedure is for internal use only and does not enlarge an employee's civil liability in any way. The procedure should not be construed as creating a higher duty of care, in an evidentiary sense, with respect to third party civil claims against employees. A violation of this procedure, if proven, can only form the basis of a complaint by this department for non-judicial administrative action in accordance with the laws governing employee discipline.

Related Policies: Procedures Manuel No. 2008-002, Hawaii County Social Media Policy; Hawaii County Mobile Device Policy; HFD Camera Use Policy 2013-023.

Applicable HI Statutes:

- I. PURPOSE:** The Hawai'i Fire Department has an obligation and expectation in deciding what is communicated on behalf of the department on social media sites. This policy establishes procedures for the use of social media, guidelines for referencing the Hawai'i Fire Department on social media platforms and addresses social media in general.

Nothing contained in this Management Procedure shall be construed as denying employees their civil or political liberties as guaranteed by the United States and Hawai'i Constitutions.

- II. SCOPE:** This SOP pertains to all personnel in this organization.

III. DEFINITIONS:

App – An application that can be downloaded for use on a desktop or mobile device.

Comment – A response that is provided as an answer or reaction to a post or a message on social media sites.

County – Refers to the County of Hawai'i.

County Business – All work performed that has a direct relation to the County's operation and activities. City business also includes authorized activities of labor unions and labor associations in coordination with management.

County Spokespersons – County employees who are authorized by the County Mayor's Office to speak on the County's behalf, includes County department and function heads and their designees.

Personal Site – A profile created on a social media platform by an individual for personal use and to share personal communication with friends and acquaintances. Personal sites do not include social media sites of labor unions, labor associations, or groups and organizations of County employees.

Platform – The software or technology that helps users to build, integrate or facilitate community, interactive and user-generated content. For example, a blog or a wiki is a social media tool, but the technology used to create and host them, such as Facebook or Twitter, is considered the platform.



Post – Content a person shares on a social media site or the act of publishing content on a site.

Private information - Information that must be kept confidential due to privacy laws or rules of common decency. This information includes but is not limited to:

1. Matters that are under investigation, or
2. Patient and employee information protected by medical confidentiality laws, or
3. Personnel matters that are protected from disclosure by law, or
4. Sensitive information specific to an incident that would potentially embarrass those members of the public or Department members involved or present.

Professional Networking – A type of social media service that is focused solely on interactions and relationships of a business and professional nature rather than including personal, non-business interactions. Professional networking sites allow users to make connections through which they can find jobs and allow other users and possible employers to view profiles and share recommendations. Additionally, these sites allow professionals from different fields of interest to ask questions and share opinions and knowledge. LinkedIn is an example of a professional networking site.

Profile – Information provided about a person or an entity on a social media site. A person’s social media profile is generally created by that individual.

Public Record – A record made or maintained by a County employee in the performance of that employee’s job, to memorialize official transactions, or as required by law.

Repost – Content an individual shares on a social media site that is created or generated by someone else or the act of publishing content on a site that is created or generated by someone else.

Social Media – Refers to the interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, blogging, social networking, professional networking, and wikis are among the different types of social media. Social media includes social networking and professional networking sites.

Social Networking – The practice of expanding social contacts by making connections through individuals. A social networking service is a platform to build social networks or social relations among people who may share interests, activities, backgrounds or real-life connections. A social networking service consists of a representation of each user (often a profile), social links, and a variety of additional services. Social networking allows individuals to create a profile, create a list of users with whom to share connections, view and cross the connections within the system, and share information, photos, links, and items of interest. Examples include Facebook, Google+, Instagram, Pinterest, Tumblr, Twitter and YouTube.



IV. POLICY:

A. Personal Social Media Presence

1. Employees may express themselves as private citizens on social media sites. An employee's use of any social media site must comply with copyright laws, data security and privacy regulations, criminal laws, and any other applicable federal, state, and local law.

B. Privacy and Social Media

1. Social media and Internet use should not be considered anonymous. Employees should be aware that privacy settings for social media sites are constantly in flux, and they should not assume that personal information posted on such sites is protected.
2. Personal social media postings that relate to co-workers, other County employees, supervisors, or management, or activities that occur at work, can be considered as part of human resource or equal opportunity investigations and Notices of Inquiry.
3. Keep the "headline test" in mind when posting content or pictures to social media sites. Use your best judgment – if it is not something you would feel comfortable seeing in the media, or being seen by co-workers, other County employees, supervisors, or management, do not post it.

C. Speaking on behalf of the Hawai'i Fire Department

1. Only those employees specifically authorized by management may speak on behalf of the Hawai'i Fire Department. Employees must not mislead the public to believe the employee is an official spokesperson if they are not authorized to function in this capacity.

D. Identification of County Employment in Social Media

1. Employees who participate in social networking and professional networking sites may decide to include information about their work with the Hawai'i Fire Department as part of their personal profile, as it would relate to a typical social conversation. This may include:
 - a. work information included in a personal profile, to include County name, job title, and job duties;
 - b. status updates regarding an employee's own job promotion or other professional or work-related advancements, achievements, and honors; and
 - c. personal participation in County-sponsored events, including volunteer activities.

E. Perception

1. With social media, the lines between public and private, personal and professional can be blurred. Employees identifying themselves as working for the Hawai'i Fire Department should be mindful that they may be creating perceptions about themselves and about the County by customers, business partners, and the public, and perceptions about themselves by co-workers, other County employees, supervisors, and management.



2. Employees must not represent or speak on behalf of the Hawai‘i Fire Department on their personal social media sites when they are not authorized to do so. Employees must not give the appearance that they are speaking on behalf of the department or posting comments as an official Fire Department representative on personal social media sites when they are not authorized to speak on behalf of the department. This perception may be avoided by choosing to not post work-related information, featuring themselves while wearing a Hawai‘i Fire Department uniform or displaying the County logo, public safety patches, badges, or Hawai‘i Fire Department vehicles on a personal site – especially in profile images. These actions could cause people to believe employees are posting as authorized Hawai‘i Fire Department spokespersons, official department representatives, or on behalf of the County of Hawai‘i.

F. County Business, County Time, and County Resources

1. County Business, County Time, and County Resources. Employees must be engaged in County business while at work or while on County time. Accessing and posting to a personal social media site while at work or on County time is not appropriate.
2. Employees should not use their County of Hawai‘i e-mail addresses for communication on their personal social networking sites.

G. Reposting

1. Employees may repost official Hawai‘i Fire Department information and posts on their personal social media sites on their own time and using their own devices. Employees may choose to share and repost department news, events, and information from the Hawai‘i Fire Department’s website, pages, and social media sites or choose to become a fan of the various County and Department Facebook pages, Twitter accounts, and other social media sites.

H. Confidential or Proprietary Information

1. Social media postings that contain proprietary images or materials belonging to the Hawai‘i Fire Department are prohibited except where authorized by official designees of the County and/or the Department. This includes, but is not limited to, Personal Identifying Information of individuals, Restricted County Information, and information about County business development, partnership negotiations and projects, investigations, or procurements.
2. Employees may not disclose information on any social media network that is confidential to the Hawai‘i Fire Department or its employees or that is protected by data privacy laws.
3. Employees may not post any non-public images of Hawai‘i Fire Department premises and property, including floor plans

I. Campaigns and Elections



1. County employees must be mindful of policies and procedures regarding County elected officials or candidates running in a County Election. County employees may not engage in political activities involving County of Hawai‘i elections, including recall elections, for Mayor and County Council except as set forth as “Permitted Activities” including registering and voting in any County election; privately expressing an opinion on candidates for Mayor and County Council; and being politically active in connection with a charter amendment, bond issue, referendum, or issue of similar character. These activities are permitted for an individual on his or her own time, but are not permitted while on duty, on any County property, or when the individual is in a uniform normally identified with the Hawai‘i Fire Department. County employees may not participate in any way whatsoever in campaign activities for candidates for the Mayor and County Council.

J. Personal Use

1. Employees are prohibited from posting on any networking or internet site any photographs, video, or audio recordings taken on department property and/or in the performance of official duties (including all official department training, activities, or work specific assignments) that are detrimental to the mission and functions of the department, that undermine respect or public confidence in the department, could cause embarrassment to the department or County, discredit the department or County, or undermine the goals and mission of the department or County.
 - a. Employees have no expectation of privacy for any personal communication or information sent or received via the County’s network or County’s devices.
 - b. Hawai‘i Fire Department personnel should expect any information created, transmitted, downloaded, exchanged, or discussed in a public online forum may be accessed by the department at any time without prior notice

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