

NOT PROTECTIVELY MARKED

Procedure owned by OSDG

Social Media - Management of Content

WARNING - THIS INFORMATION HAS EXPIRED

Please contact the OSDG department

Senior Management Teams will be responsible for supporting their staff in the use of social media, which will include ensuring they have:

- Appropriate access to relevant technology and platforms
- Support around skills development in the use of relevant technology
- Clear guidelines around use and misuse of engagement technology
- That technology is used in lawful and appropriate manner
- Allow and support those using social media on behalf of the organisation to work freely within the values of the Force
- Accepting that those who successfully use social media interactively use their normal interpersonal skills within the channel as they would during normal face to face communication.

Sites will be corporately branded to ensure a strong corporate feel to the pages and include important contact numbers.

Staff should only be accessing digital engagement technology when the supporting framework is in place.

All Facebook, Twitter and YouTube sites must be updated regularly, with a regular flow of new content to maintain user interest. Out of date content must be removed in a timely fashion.

The development and maintenance of the Force's corporate sites will be the responsibility of the Corporate Communications Department. Individual neighbourhoods/departments/officers will be responsible for the content of local sites.

The Corporate Communications Department and Professional Standards will have access to all sites to monitor them. The Corporate Communications Department will be capable of removing inappropriate material.

For the corporate and council sites, usernames and passwords will be held by the Web Communications Team and local communication managers, to allow communications officers to access sites.

For the local level sites there are three levels of access responsibility. The primary responsibility of access will be with the officer who owns the site. In their absence, access will be held by the local Communications Officer. The Web Communications team will only access a local site if both the previous are not present.

The use of social media should be considered during critical incidents or on-call issues. All on-call Press Officers will have access to the username and password.

Emails or messages requiring action or response should be immediately acknowledged before being forwarded to an appropriate member of staff and dealt with in the usual manner.

All video footage, comments, text and photographs appearing on social networking sites should reflect the corporate nature of the site. Nothing should be posted that could bring the Force into disrepute, or conflicts with our corporate message / style.

Any video footage which is posted should serve a policing purpose and not just be interesting or exciting. Every opportunity should be used to promote key messages (eg, if a video is shown where an arrest has been made, this should be made clear in the accompanying text).

It is the responsibility of the officer or department posting photographs or footage to ensure it complies with legal or data protection requirements and to ensure that permission has been sought to use any third party photographs or footage. If necessary, a risk assessment and/or Equality Impact Assessment should be carried out. Photographs and footage that could compromise an operation or jeopardise a court case must not be posted.

Any software applications (eg, games, databases) which are to be used on sites will be corporate and comply with the same stringent security conditions as the rest of the site. 'Fun' applications should not be added to the site.

Any appeals for wanted or missing people must be hosted on the main Force website (www.staffordshire.police.uk) so that images can

be removed promptly and effectively once people are found. Officers and departments should not post their own appeals for wanted or missing people without contacting Corporate Communications first. Local sites should link back to the corporate site if the appeal affects the community covered by the local site.

Where possible, links back to the Force website (www.staffordshire.police.uk) should be used to help provide context and background as well as to help drive traffic onto the main site.

All pages will clearly display an agreed disclaimer. This is that: external sites and profile content is not controlled by Staffordshire Police, as well as directing people on how to report crime and contact the police.

It should be assumed that all content (text, photos, videos, links) posted to a social networking site is in the public domain and can potentially be seen by anyone.

Local sites should promote links to the corporate site.

The sites should not identify colleagues in sensitive policing roles.