



**Date:** May 17, 2019  
**To:** WATCH REPORT  
**From:** Robert G. Luna, Chief of Police *R. Luna*  
**Subject:** **SPECIAL ORDER - SOCIAL MEDIA**

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Effective immediately, this special order creates policy as it pertains to use of social media and amends LBPD Manual Section 3.48 - INTERNET USAGE.

### **INTERNET USAGE**

This policy is created to ensure proper use, access, and disclosure of information created, transmitted, received, and stored via the internet. The term internet refers to electronic communication networks including, but not limited to, the world wide web, the City of Long Beach Intranet, blogs and microblogs, and instant messaging. All employees shall comply with the following conditions of internet usage:

- The internet shall be used for City related business purposes subject to the restrictions in this policy;
  - Occasional and limited personal use is permitted, so long as it does not interfere with the performance of the employee's duties or result in any additional expense to the Department.
- All internet usage shall be conducted in a professional and courteous manner.
- All data, or internet usage, including any that is stored or printed as a document, is subject to audit and review; there is no expectation of personal privacy on City of Long Beach computer equipment or networks.
- Employees shall safeguard all applicable electronic passwords issued to or created by them.
- Passwords shall not be shared.

### **INTERNET USAGE – RESTRICTED ACTIVITY**

Data that discloses sensitive, personal, confidential, or proprietary information shall not be sent, provided, or accessed without appropriate supervisory authorization.

The Internet shall not be used for the following without prior written authorization from the Chief of Police, or his or her designee:

- Commercial activities
- Political activities outside an employee's job scope;
- Transmit, download, forward, store, or view obscene or pornographic material of any kind, unless in the course of an investigation and only with supervisory approval;
  - In the event obscene or pornographic material is unintentionally accessed or received, employees shall notify their supervisor;

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- Transmit or forward defamatory, unprofessional, threatening, offensive, or harassing messages of any kind unless, in the course of an investigation and then only with supervisory approval;
- Create or forward chain letter e-mails, unless in the course of an investigation.

### **SOCIAL MEDIA – PURPOSE**

This policy establishes the Department's position on the use of social media sites when referencing matters related to the City, and the Long Beach Police Department. This policy is not meant to address one particular form of social media, rather social media in general, as technology advances and new tools emerge.

The intent of this policy is to ensure employees use appropriate discretion when posting photographs or speech that does not jeopardize investigations or discredit the Department. It is not the intent of this policy to prohibit employees from engaging in conduct that constitutes protected speech under state or federal constitutions, as well as labor or other applicable laws.

### **SOCIAL MEDIA – DEFINITIONS**

**Blog** – A self-published diary or commentary on a particular topic that may allow visitors to post responses, reactions, or comments. The term is short for "Weblog."

**Forums** – An internet message board which allows users to post messages regarding one or more topics of discussion.

**Medium** – A format for communicating or presenting information.

**Microblog** - A blog featuring very short posts, 140 characters or less, staying connected in real time, such as Twitter.

**Page** – The specific portion of a social media website where content is displayed and managed by an individual(s) with administrator rights.

**Post** – Content shared on a social media site, or the act of publishing content on a site.

**Profile** – Information that a user provides about themselves on a social networking site.

**Social Media** – A category of Internet-based resources that integrate user-generated content and user participation, including but not limited to, social networking sites such as Facebook, Instagram, Twitter, and YouTube.

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**Social Network** – An online platform which allows users to create profiles, share information, and socialize with others using a range of technologies.

**Speech** – Expression or communication of thoughts or opinions in spoken words, writing, expressive conduct, symbolism, photographs, video, or related forms of communication.

### **SOCIAL MEDIA – POLICY**

Department members may use social media to communicate with the public about investigations, public services, or other relevant events. Department members should ensure their use of social media is professional and protects the constitutional rights of all.

### **SOCIAL MEDIA – SAFETY**

Employees shall not disseminate or post information on social media or networking sites that could compromise the safety of others. Employees shall take necessary precautions not to disclose confidential information or jeopardize the privacy rights of others.

### **SOCIAL MEDIA – ON-DUTY DEPARTMENT APPROVED USAGE AND GUIDELINES**

The Department encourages the use of electronic communication technology and social media networking sites to share and gather information in support of its organizational mission and for work-related purposes. An employee's access to these sites via the Department computer network may be authorized based on organizational need. When using social media, employees are subject to the following guidelines:

- Employees who are conducting investigations as part of their normal duty assignment are authorized to use social networking websites to aid in their investigation.
- If a new account is created for investigative reasons, the account name and password must be provided to the employee's supervisor.
- Employees who use social networking platforms to conduct Department business as part of their normal duty assignment, shall use a Department-sponsored social networking account and not their private personal account.
- The Media Relations Detail has administrative oversight on all Department-sponsored public social media accounts and will track all usernames and passwords.
- All content placed on a City-sponsored social networking platform should reflect the mission and core values of the organization and conform to all

policies regarding the release of information per LBDP Manual § 6.1.1 -  
MEDIA RELATIONS POLICY AND PROCEDURES.

### **SOCIAL MEDIA – PROHIBITED ACTIVITY AND GUIDELINES**

Employees who choose to participate in social media or social networking platforms shall conduct themselves in a manner that will not reflect negatively upon the Department's operations, or its mission. Employees are prohibited from posting confidential or sensitive work activities or assignments, employee work schedules, inmate transportation schedules, or other operationally sensitive information.

Employees shall not post, transmit, reproduce, or disseminate information that which reflects unfavorably upon the Department or its operations.

### **PRIVACY EXPECTATION**

Employees forfeit any expectation of privacy with e-mails, texts, or anything published, or maintained through file-sharing software or any internet site that is accessed, transmitted, received, or reviewed on any Department-issued computer, mobile device, or technology system. Employees have no reasonable expectation of privacy with regards to anything published or maintained on an internet site open to public view.

The Department reserves the right to access, audit, review, and disclose, for any reason, all information transmitted over any technology that is issued or maintained by the Department, including the Department e-mail system, or any information placed into storage on any Department system or device.

Access to a database, service, or website that requires a username or password does not create an expectation of privacy if an employee accesses the database, service, or website through a Department computer or mobile device. However, the Department may not require an employee to disclose a personal username or password or open a personal social website, except when access is reasonably believed to be relevant to the investigation of allegations of work-related misconduct (Labor Code Sec. 980).

This special order will remain in effect until a manual section has been drafted and approved for inclusion in the LBDP Manual.



Robert G. Luna, Chief of Police

5.17.19

Date