

# SCOTTS VALLEY FIRE PROTECTION DISTRICT



<b>STANDARD OPERATING PROCEDURES</b>	<b>ARTICLE: I</b>	<b>SOP: 1303</b>
	<b>SECTION: 1300 Communications</b>	
	<b>SUBJECT: SOCIAL MEDIA</b>	
	<b>DATE APPROVED: 11/30/2020</b>	
<b>APPROVED:</b>		

**Purpose:** To establish a method of determining who will have permissions to post and delete/hide content on Scotts Valley Fire Protection District (SVFPD) Social Media platforms to ensure appropriate content is posted, and protect the SVFPD from potential litigation.

**Scope** These guidelines shall be adhered to on all SVFPD social media platforms.

**Procedure:**

1. Administrative Personnel and ranks of Fire Captain may be designated by the Fire Chief as authorized Social Media Administrator/Users.
2. The Fire Chief shall approve a list of Social Media Networks and authorized Social Media Administrator/Users (*Form 1303-1*) with permission to post and delete/hide content on all social media platforms. The Fire Chief may revoke privileges from any SVFPD personnel if necessary.
3. Authorized Social Media Administrator/Users will be given the Social Media Policy and Procedure and Acknowledgment Form to sign (*Form 1303-2*).
4. Social media content will be preplanned when possible to mitigate the need to delegate approval duties. Templates will be created for emergency situations to be preapproved by the Fire Chief.
5. In the case of an emergency, scheduled posts will be paused until reasonable time can be taken to coordinate posting.

**Delete/Hide Content**

The following reasons are to be followed when deleting or hiding content on any SVFPD social media. If the content meets the following criteria, it must be documented, along with reason for removal before deleting.

1. Use of obscene language or content, as defined by the FCC guidelines.
2. Sexual content that is not educational.
3. Commerce solicitations.
4. Defamation- libel and slander.
5. HIPAA protected information.
6. Information that will compromise public safety or endorses illegal behavior.

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7. Content that promotes discrimination not including hate speech.
8. Any other content that is not protected by the First Amendment and deemed unfavorable to be posted on SVFPD social media accounts.

In the event that a content is questioned to fall under these above referenced categories, the content shall be presented to the Fire Chief for approval to be removed. In the absence of the Fire Chief, the on duty Battalion Chief will make the decision to remove.

*Form 1303-1 Approved Social Media Networks and Authorized Administrator/Users*

*Form 1303-2 Authorized Administrator/Users Acknowledgement of Social Policy and Procedure*