Grant County Fire Protection District 3

POLICY AND PROCEDURE

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1. NUMBER: 3.1.03

2. SUBJECT: ***Social Media/Imagery Policy***

3. POLICY: This Policy applies to all Personnel of Grant County Fire District 3. This Policy and Procedure is established to define that process.

4. SCOPE:

   A. This Policy and Procedure is applicable to all personnel of Grant County Fire District 3.

   B. This Policy is not intended to interfere with or prohibit employee rights to engage in free speech protected union activities or other activities protected by state and federal law.

   C. This Policy is intended to provide the District with the ability to protect and manage the District's public reputation and to allow the District to manage and protect its legitimate interest in the efficient performance of the workplace.

   D. To address the fast-changing landscape of digital communications, the Internet and the way personnel and the public communicate and obtain information online, the District may consider using Social Media tools to communicate and reach a broader audience. The District encourages the use of Social Media to further the goals of the District and its mission where appropriate.

   E. The District has an overriding interest and expectation in deciding what is "spoken" on behalf of the District on Social Media sites and through the use of digital images owned by the District. This policy establishes the District's policy on Social Media and the use and control of digital images in the following areas:
      1. District Personnel use, management, administration and oversight of District Social Media.
      2. Public use guidelines and restrictions for District Social Media.
      3. Guidelines and restrictions for personal use of Social Media by Personnel when Personnel's affiliation with the District is identified, known or presumed.
      4. Creation and control of digital images taken by fire department personnel to protect the privacy rights of department personnel, patients and the public; to manage and comply with record retention and public record act requirements; and to maintain, preserve and enhance the professional image of the department.

F. The District endorses the secure use of Social Media to enhance communication and information exchange in accordance with the specific limitations and restrictions identified in this Policy.

G. The Guidelines set forth in this Policy are not exclusive to any one particular form of Social Media, rather the Guidelines apply to all forms of Social Media. Because emerging technology often outpaces the ability to govern its use, the District retains the right to modify its guidelines accordingly as unforeseen situations arise.

H. The District's use of Social Media shall follow the Standard Guidelines under Procedure B: District's Social Media Guidelines in this Policy.

5. RESPONSIBILITIES:

A. It shall be the responsibility of the Board of Commissioners and the District Fire Chief to ensure that this Policy and Procedure is adhered to.

B. All personnel are responsible for complying with this Policy and Procedure.

C. All District Social Media must be approved by the District Fire Chief or designee prior to use.

D. The District Fire Chief or designee shall be responsible for administering and managing all District Social Media and shall insure that:

1. The District is prepared to expeditiously and efficiently comply with the requirements of Washington State Public Record Act consistent with Procedures A-1: Public Record Act Compliance in this Policy.
2. The District is in compliance with the applicable Record Retention Requirements consistent with Procedures A-2: Record Retention and Management & A-3: Mandatory Compliance in this Policy.

E. The public shall be responsible for complying with the Public Use Guidelines.

6. DEFINITIONS:

A. DISTRICT: "District" refers to Grant County Fire Protection District 3.

B. DISTRICT SOCIAL MEDIA**:** "District Social Media" refers to Social Media directly authorized and established by the District in accordance with the terms of this Policy as an official medium for District communications.

C. IMAGES: "Images" include photographs, digital photographs, digital images, video recordings, or electronic files containing a graphic image or series of images, as well as any physical or digital reproduction or copies of digital photographs, digital images, video recordings, or files.

D. DISTRICT IMAGES: "District Images" include images taken by On Duty Personnel regardless of whether the Image was captured with a District owned or a private Imaging Device.

E. PERSONAL IMAGES: "Personal Images" include images taken by On Duty Personnel outside of the performance of their duties using a private Imaging Device.

F. IMAGING DEVICE: "Imaging Device" includes any device capable of producing an image or digital image, including but not limited to a camera, video camera, digital camera or digital camcorder.

G. ON DUTY: "On Duty" refers to times in which Personnel are being paid by the District for their services, have access afforded to them because of their Personnel status, are engaged in official District activities, **or** are representing themselves as Personnel of the District. Off-duty personnel who respond to District incidents and are in uniform or are otherwise identifiable as members of the District shall be considered On Duty for purposes of this policy and shall be required to comply with all of the requirements of this policy.

H. PERSONNEL: "Personnel" includes Commissioners, employees and volunteers of the District.

I. SOCIAL MEDIA: "Social Media" includes, but is not limited to mediums such as, Blogs, Facebook, Instagram, Snapchat, Twitter, YouTube, Flickr, LinkedIn, etc.

7. PROCEDURE:

A. GENERAL GUIDELINES:

1. Public Record Act Compliance: District Social Media and District Images are subject to State of Washington public records laws. Any content maintained in District Social Media that is related to District business, including a list of subscribers and posted communication, and all District Images are public records. The District is responsible for responding completely and accurately to any public records request for public records including District Social Media and District Images. Content related to District business shall be maintained in an accessible format and so that it can be produced in response to a request. Wherever possible,

District Social Media shall clearly state that any information posted or submitted for posting are subject to public disclosure.

2. Record Retention and Management: Washington state law and District records retention schedules apply to District Social Media formats and content and to all District Images. The District shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a District server in a format that preserves the integrity of the original record and is easily accessible.
3. Mandatory Compliance: District Social Media shall not be created or used unless an archival system is established that allows compliance with the Washington State Public Records Act and the Department of Archives record retention requirements.

B. DISTRICT SOCIAL MEDIA STANDARD GUIDELINES:

The following guidelines apply to all the District's Social Media.

1. Identification of District: District Social Media shall clearly indicate that it is maintained by the District, shall have the District logo and contact information prominently displayed and shall display or have a direct link to this Policy.
2. District Purpose: District Social Media shall include an introductory statement that clearly specifies the purpose and scope of the District's Social Media and shall be linked to the District's official website substantially in the following form:

   a. *Grant County Fire Protection District 3 (www.gcfd3.net) is a municipal corporation of the State of Washington that protects life and property and provides fire protection and emergency medical services to its citizens. This site is intended to serve as a mechanism for communication between the public and the District on the listed topics related to the District's purpose of providing fire protection services, emergency medical services and protecting life and property. The opinions expressed by visitors to this site do not reflect the opinions of the District. Any comments submitted to this site and any lists of users or links are public records subject to disclosure pursuant to RCW 42.56. Users recognize that there is no expectation of privacy in the use of the District's Social Media and users are cautioned to never disclose private or confidential information on this site.*

   b. *Communications made on this site do not constitute official notice to the District or any District personnel. Public Record requests may not be made on this site and must be submitted directly to the District's Public Record Officer consistent with the District's Public Record Policy.*

C. DISTRICT SOCIAL MEDIA ADMINISTRATION:

The District Fire Chief or designee shall insure that all District Social Media use complies with the following.

1. The District must be able to immediately edit or remove content from Social Media sites.
2. The District must be in compliance with the Terms of Service of the Social Media forum hosting the District's Social Media.
3. District Social Media content is managed consistent with the Public Use Guidelines with such guidelines being liberally construed in favor of the Public.
4. Objectionable Social Media content that is not in violation of the Public Use Guidelines may only be removed after consultation with the Chief or District legal counsel.

D. DISTRICT SOCIAL MEDIA PUBLIC USE GUIDELINES:

District Social Media shall include a prominent statement of or link to the following Public Use Guidelines:

1. Any individual accessing, using, posting or commenting on this site accepts without limitation or qualification, the District's Social Media Policy including but not limited to these Public Use Guidelines. The District retains the right to modify its Policies without notice and any such modification shall be effective immediately. Users of District Social Media further recognize that such use is governed by the terms of service and privacy policies of the underlying social media service provider.
2. Any individual accessing, using, posting or commenting on this site recognizes that Social Media use is not private and that the District is subject to the Washington State Public Records Act (chapter 42.56 RCW).
3. The District's Social Media constitutes a limited public forum. The District monitors this site on a regular basis and reserves the right to restrict or remove any content that is deemed in violation of the District's social media policy, these Public Use Guidelines or any applicable law. Public posts, comments or links that contain any of the following forms of content shall not be allowed:
    a. Comments not topically related to the particular article/topic being commented upon.
    b. Uses for the purpose of assisting a campaign for election of a person to an office or for the promotion of or opposition to a ballot proposition. Such a use of District Social Media is specifically prohibited by this Policy and RCW 42.17A.555, subject to the exceptions stated therein.
    c. Profane language or content.

d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
e. Sexual content or links to sexual content.
f. Solicitations of commerce.
g. Conduct or encouragement of illegal activity.
h. Information that may tend to compromise the safety or security of the public or public systems.
i. Content that violates a legal ownership interest of any other party.
j. Content that violates the privacy policies or terms of use of the specific social media platform being used.

4. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

E. LINKS POLICY:

The District may select links to other Social Media pages and outside websites that offer helpful resources for users. Once an individual links to another page or site, the District's Policies no longer apply, and users become subject to the policies of that page or site. District Social Media is intended specifically to share information about District programs, events and services. The District is not responsible for the content that appears on outside links and provides links as a convenience only. Users should be aware that external pages and sites, and the information found on those pages and sites, are not controlled by, provided by or endorsed by the District. The District reserves the right to delete links posted by outside individuals that violate the District's Public Use Guidelines at any time without notice.

1. The District specifically does not provide links to other pages or sites that are:
   a. Associated with, sponsored by or serving a candidate for elected office.
   b. Supporting, endorsing or seeking to defeat any candidate for elective office, or any ballot proposal.
   c. Purely commercial pages with no affiliation to District projects, programs or objectives.
   d. Individual personal homepages.
   e. Individual religious pages.
   f. Contain information violates the Public Use Guidelines

F. COPYRIGHT POLICY:

1. All information and materials generated by the District and provided on District Social Media pages are the property of the District. The District retains copyright on all text, graphic images and other content that was

produced by the District and found on the page. You may print copies of information and material for your own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Please include a credit line reading: "credit: Grant County Fire Protection District 3, Facebook (or Twitter or Instagram) Page" or "Courtesy of Grant County Fire Protection District 3."

2. Commercial use of text, District logos, photos and other graphics is prohibited without the express written permission of the District. Use of the District logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third-party copyright must adhere to the terms and conditions of the third-party copyright holder. If you are a copyright holder and you feel that the District did not use an appropriate credit line please notify the District Fire Chief or his designee with detailed information about the circumstances, so that the copyright information can be added or the material in question can be removed.

G. USE OF SOCIAL MEDIA BY PERSONNEL:

1. District Sanctioned Use – All Personnel representing the Fire District via Social Media or using District Social Media shall adhere to the Public Use Guidelines and to the following:
   a. All use of District Social Media must be preapproved by the District Fire Chief or designee.
   b. District Personnel must have preapproval by the District Fire Chief or designee before representing the positions of the District on Social Media.
   c. The use of District computers by Personnel to access Social Media is prohibited without authorization.
   d. Personnel have no expectation to or right of privacy when using District electronic resources or District Social Media.
   e. Personnel shall conduct themselves at all times as representatives of the District and, accordingly, shall be respectful of others, professional in tone and adhere to this and all personnel policies, rules, regulations, and general orders or policies of the District, and local, state and federal law.
   f. Do not post Images or other representations of other Personnel without prior permission of the District Fire Chief or designee and the individual(s) depicted.
   g. Identify yourself as a member of the District.
   h. Personnel shall not post, transmit or otherwise disseminate confidential information, including Images, related to District training, activities, or work-related assignments without advance written permission from the Chief or designee.

i. In no event shall the District name, logos, uniforms, equipment or identifying information be used in a manner that gives the appearance of promoting a product, cause, political party, ballot measure or political candidate.
j. Do not conduct political activities or private business.
k. Use of personally owned devices to manage the District Social Media activities or in the course of official duties is prohibited without permission from the District Fire Chief or Designee.
l. Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.
m. Recognize that Social Media use is not private. Your use of Social Media builds a record about the individual and the District. When using Social Media consider the impact that the use will have on you, the District, your fellow employees, family members and the community.
n. Adhere to the terms of service any Social Media platform used.
o. Commissioners shall not communicate with each other regarding District business via Social Media or District Social Media.

H. PERSONAL USE:

1. This policy applies to personal Social Media use by Personnel when the member's affiliation with the District is identified, known or presumed and is intended to protect the professional reputation of the District. When using Social Media for personal use all Personnel shall adhere to the following:
   a. Personnel may not use Social Media for personal purposes during work hours or with District resources including District computers and District internet access.
   b. Personnel must use personal email accounts for personal Social Media activities not District email accounts.
   c. Personnel should not use personal Social Media to disseminate District information, District Images or conduct District business. Personnel must understand the using personal Social Media to conduct District business may convert personal Social Media into public Social Media subject to the Public Records Act and other laws governing the conduct of municipal government.
   d. When Personnel identify themselves as associated with the District while using Social Media for personal purposes, the Member must comply with the use restrictions in Procedure G-1: District Sanctioned Use in this Policy and the following requirements:
      1) If your comments relate in any way to the activities of the District you must clarify that the comments are your own views and opinions and not those of the District with

language substantially similar to the following: "The views expressed on this [blog, page, etc.] are my own and do not reflect the views of my employer."

e. Personnel are free to express themselves as private citizens on Social Media sites to the degree that their speech does not impair or impede the performances of their duties or negatively impact the District's legitimate interest in the efficient performance of the workplace.

f. Personnel may use social media and images as necessary to engage in union activities and whistleblower type activities as protected by state and federal law.

g. Personnel shall not post, transmit, or otherwise disseminate any information or District Images or video to which they have access as a result of their Fire District affiliation without advance written permission from the District Fire Chief or designee.

h. Personnel shall not display District logos, uniforms, or similar identifying items on personal Social Media sites and web pages without advance written permission from the Chief or designee. In the event a member does receive such permission, the use of such information shall be conditioned on compliance with Procedure H-1/d.1: Personal Use in this Policy.

i. When using Social Media, Personnel should be mindful that privacy does not exist in the world of Social Media.

j. Personnel may not directly or indirectly identify or disclose an association with the District through Social Media if the Social Media activities are inconsistent with or would negatively impact the District's legitimate interest in the efficient performance of the workplace or the District's reputation or standing in the community.

k. Commissioners shall not communicate with each other regarding District business via Social Media.

I. CREATION AND USE OF IMAGES:

1. Personnel are prohibited from using Personal Images or District Images in any manner when such uses are inconsistent with or would negatively impact the District's legitimate interest in the efficient performance of the workplace or the District's reputation or standing in the community.

2. On Duty Personnel shall be permitted to capture Images for incident documentation, evidentiary, training, investigation, and/or public relations purposes when such images are necessary for Personnel to perform their duties. Such Images shall be considered District Images regardless of the Imaging Device used to capture the Images

3. On Duty Personnel shall use District owned Imaging Devices if available while responding to, operating at, or returning from, any District incident or response.
4. If District owned Imaging Devices are not available, On Duty Personnel may use private Imaging Devices when necessary to capture the Images identified in Procedure I.2: Creation and Use of Images in this policy and subject to the following restrictions.
    a. Personnel acknowledge that On Duty creation of Images on private Imaging Devices create District Images that are subject to the Washington State Public Records Act and the Washington State Record Retention Schedules.
    b. Personnel that use private Imaging Devices shall transfer all District Images to the Record Retention Officer as soon as reasonably possible following the creation of the District Image. Such transferred Images shall constitute the District's primary record and any images remaining on the private Imaging Device shall be considered secondary transitory records with no retention value. Personnel shall delete such Images from their private Imaging Device after the Image has been transferred.
    c. Personnel that fail to transfer District Images in accordance with Procedure I-4/b: Creation and Use of Images in this Policy or that fail to delete such images from their private Imaging Device after such Images are transferred recognize that their private Imaging Devices may be subject to search by the District if necessary for the District to comply with its obligations under the Public Record Act.
5. On Duty Personnel may use private Imaging Devices to create Personal Images for personal use while On Duty subject to the following restrictions. Personal Images created pursuant to this subsection and in compliance with the following restrictions shall not be considered District Images.
    a. Such Personal Images are not being taken in the performance of the job duties of the person taking the photos.
    b. Creating the Personal Images does not interfere with the performance of the Personnel's job duties or job performance.
    c. In no event shall On Duty Personnel be allowed to create or retain Personal Images that include images or identifying features of District patients.
    d. Personnel that create Personal Images while On Duty recognize that, in certain situations, Personal Images taken while on duty could be construed as District Images requiring disclosure of such Personal Images pursuant the Public Record Act. Personnel shall fully cooperate in producing such Images when requested and recognize that their private Imaging Device could, in certain

situations, be subject to search by the District in order for the District to comply with its obligations under the Public Record Act.

e. Use of Personal Images that identify the District or the Personnel's association with the District shall be subject to the use limitations set forth in Procedure I-2: Creation and Use of Images in this Policy.

6. All Images containing individually identifiable patient information shall be considered as protected health information under the Washington State Health Care Information Act and HIPAA. Failure to delete Images that contain individually identifiable patient information from a private Imaging Device after the District Image has been transferred pursuant to Procedure I: Creation and use of Images of this Policy shall constitute grounds for discipline.
7. The use of unauthorized helmet cams, dash cams or other Imaging Device is strictly prohibited, and shall be considered a serious disciplinary breach for the Personnel involved and any officer who permits such use.
8. The use of District owned Imagery Devices for personal purposes is strictly prohibited.

J. CONTROL AND PRESERVATION OF DIGITAL IMAGES:

1. No District Images may be used, printed, copied, scanned, e-mailed, texted, forwarded, posted, uploaded, shared, reproduced or distributed in any manner, except as provided herein without advance written permission from the District Fire Chief or designee. This prohibition specifically includes the posting of any images on personal Web sites or personal Social Media.
2. All digital District Images shall be downloaded from the Imaging Device as soon as possible after the Image is created into a District Digital Image secured database as established by the District's records officer. After such Digital Images are properly downloaded the Digital Images shall be securely erased from on the Digital Imaging Device's memory.
3. Non digital District Images, including negatives, prints, slides, etc. shall be transferred to the District record custodian on development of the image. If non digital District images are not developed, the undeveloped film shall be transferred to the District record custodian.

K. DISCIPLINARY ACTION:

Violation of the District's guidelines for the appropriate use of Social Media may be subject to appropriate disciplinary action in accordance with the District's disciplinary policy and the applicable guidelines.