



# LINCOLNSHIRE POLICE

## Policy Document

### 1. POLICY IDENTIFICATION PAGE

<b>POLICY TITLE:</b>	<b>SOCIAL NETWORKING AND VIDEO SHARING WEBSITES</b>
<b>POLICY REFERENCE NO:</b>	PD 174

<b>POLICY OWNERSHIP:</b>	
<b>ACPO Commissioning Officer:</b>	Chief Constable
<b>Portfolio / Business-area Owner:</b>	Planning, Review and Innovation Manager
<b>Department Responsible:</b>	Strategic Development
<b>Senior Owner:</b>	Marketing Manager
<b>Links or overlaps with other policies/strategies:</b>	
<a href="#"><u>Data Protection &amp; Freedom of Information Act Policy - PD 141</u></a>	
<a href="#"><u>Disciplinary Procedure</u></a>	
<a href="#"><u>Intelligence (Force Intelligence) Policy - PD 99(1)</u></a>	
<a href="#"><u>MoPI (Management of Police Information) Policy - PD 118(2)</u></a>	
<a href="#"><u>RRD (Review, Retention and Disposal) of Information Policy - PD 54(2)</u></a>	
<a href="#"><u>Force Security Policy PD 55(4)</u></a>	

<b>POLICY EFFECTIVE DATE:</b>	August 2010
<b>POLICY REVIEW DATE:</b>	August 2011

2. **Legislative Compliance**

**This document has been drafted to comply with the principles of the Human Rights Act.**

**Public disclosure is approved unless otherwise indicated or justified.**

**Adherence to this policy will ensure compliance with all relevant legislation and internal policies.**

3. **POLICY STATEMENTS/INTENTIONS**

3.1 ***The principles and scope of the policy***

This document outlines the policy around the force's corporate use of any social networking and video sharing websites including Facebook, Twitter, Yammer, Bebo, YouTube and blogs.

3.2 ***The aim of the policy***

To protect individuals and the force whilst allowing maximum productive use of social media tools for policing purposes.

4. **INTRODUCTION/LEGAL BASIS**

4.1 ***The origins/background information***

The force is committed to communicating effectively with all communities in the county. It is recognised that social networking and video sharing web sites have traditionally been used by young people, and as such their corporate use is to support the force in communicating with this target audience, and also to other groups as they adopt the technology.

4.2 ***Motivators/Driving Forces***

***THE CORPORATE VALUE OF SOCIAL NETWORKING AND VIDEO SHARING SITES***

All Lincolnshire Police corporate pages on social networking sites will be created, managed and maintained by the Website Officer. Requests for new accounts should come through them.

These sites can be used to:

- Publicise news and appeals, including wanted images, e-fits, details of missing people etc.
- Advertise job vacancies in the force
- Direct viewers to police videos and further information available via the force

## NOT PROTECTIVELY MARKED

website

- Display feedback from the public about the site and policing in Lincolnshire.
- Provide corporate messages about crime prevention
- Carry crime prevention material for public use and download
- Link to pages for individual neighbourhood teams (via Facebook or website).

Corporate social networking sites will be given a generic email address or use an existing shared address, so that all correspondence received via the sites can be monitored.

### ***BCU/NEIGHBOURHOOD SOCIAL NETWORKING PAGES***

To ensure corporacy, all BCU/neighbourhood social networking, blogs and video sharing websites, will be set up by the force Website Officer.

All BCU/neighbourhood pages must use the allocated email address for the local neighbourhood team. All emails must be monitored and actioned regularly.

All BCU/ neighbourhood social networking pages and blogs should link back to the Lincolnshire Police corporate page.

BCU, departmental and neighbourhood pages can be used to:

- Provide positive direct contact between named individuals (Lincolnshire Police and on-line community members)
- Publicise news and appeals
- Post videos and photographs about work in the neighbourhood (Consent must be obtained before posting pictures of the public – see detailed guidance for more information)
- Seek assistance from the neighbourhood in solving crime and encourage two-way communication about local concerns (intelligence source)
- Detail neighbourhood panel information, including priorities, problems solved
- Inform on-line users of community engagement activity – surgeries (on-line, in the community, street), patrol activity, visits to school, colleges and university etc.
- Potential to run on-line surveys and/or polls
- Direct viewers to the force website and YouTube to assist in appeals
- Feedback information to on-line communities about good results, initiatives etc.
- Offer messages around crime prevention and carry crime prevention material for public use and download
- Link to pages for individual neighbourhood policing teams and further information via the force website
- Display wanted images (if and when appropriate)
- Direct viewers to the force website to appeal for missing people.

#### **4.3 *General Principles of the Policy***

When indulging in the private use of social networking, blogs and video sharing websites, individuals are encouraged to use common sense. All staff are accountable for whatever they put into the public domain and inappropriate use may leave individuals subject to misconduct procedures.

When using private networking, blogs and video sharing websites, no use may be made of the Lincolnshire Police crest or insignia without the express permission of the Website Officer and consideration must also be given to any other matters of copyright.

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Officers and members of police staff who use their personal details to contribute to social networking, blogs and video sharing websites, should also take into consideration the fact they will be placing personal details into the public domain which may impact on their own privacy, and in particular may compromise their vetting status or ability to be deployed on certain types of policing such as undercover or otherwise covert operations.

***Private use of social network sites is not permitted on Lincolnshire Police computers.***

### MANAGEMENT OF CONTENT

All social networking, blogs and video sharing sites must be kept up to date and relevant, with a regular flow of new content to maintain user interest. Older content may be left for information purposes, but incorrect and 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 force Website Officer. Individual BCUs and SMTs will be responsible for the content of local sites. Senior management teams will be responsible for the overall sign off of local content, under the direction of the Digital Media Working Group. Individual users of accounts will be required to sign a disclaimer and receive training or guidance before using such sites.

The Website Officer will have access to all sites and will be capable of removing inappropriate material. Therefore login account details must not be changed without the permission of the Website Officer.

Emails or messages requiring action or response should be forwarded to an appropriate member of staff and dealt with in the usual manner, in line with the principles of PRIDE.

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

Any video footage added should have a police connection, and a justifiable policing objective or relevance. Every opportunity should be used to promote key messages (e.g. 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 BCU or department posting photographs or footage to ensure it complies with legal or data protection requirements and 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 (e.g. 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.

BCUs and departments should NOT post their own appeals for wanted or missing people. Any appeals for wanted or missing people, must link to the main website [www.lincs.police.uk](http://www.lincs.police.uk) so that images can be removed promptly and effectively once people are found.

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Where possible, links back to the force website ([www.lincs.police.uk](http://www.lincs.police.uk)) should be used to help provide context and background as well as to help drive traffic onto the main site.

***Protectively Marked data or sensitive data must never be posted.***

***Any personal data posted must be compliant with the Data Protection Act.***

### 4.4 ***Legal Basis***

This policy imposes duties and responsibilities solely upon persons employed by or on behalf of Lincolnshire Police. It has regard to other legislation, particularly around copyright and protection of- personal data.

### 4.4 ***Human Rights Considerations/Articles Engaged***

The implications of the Human Rights Act have been considered. Nothing in this Policy impacts upon or conflicts with the 'Articles' of the act.

## 5. **APPENDICES**

### ***List all Appendices***

Detailed guidance for users of social media sites is available from the Digital Media Working Group or Force Website Officer.

## 6. **IMPLICATIONS OF THE POLICY**

**It is recognised that the guidance contained under this heading may not be directly applicable to all policies. Where it is relevant however, the following areas should be considered:**

### 6.1 ***Financial Implications/Best Value***

There are no financial implications

### 6.2 ***Human Resources/Training***

Training costs will be minimal and met through existing budgets

### 6.3 ***Strategic/Business Plan***

This policy ties in with strategic aims around engaging with the public and providing a professional level of service.

### 6.4 ***Internal Policy/Strategy Links***

See page 1

6.5 **Consultation**

Consultation has been conducted via Yammer, the Digital Media Working Group in Strategic Development. The policy has also been to IMU, PSD, ICT and Force Command Group.

6.6 **Publication**

The Policy will be published on the Force Intranet site and for the public via the Internet.

7. **PROMOTION/DISTRIBUTION**

The policy will be promoted through:

Routine Order Entry

Policy to be placed on Intranet

Direct attention to be drawn to policy for all staff using digital engagement as part of their role.

8. **MONITORING/REVIEW**

The Digital Media Working Group will monitor the effectiveness of this policy and report to Command Group as necessary.

Any enquiries in relation to this policy should be directed to the Digital Media Working Group, through the force Website Officer.

This policy will have an initial review in one year and then will be reviewed bi-annually after that.

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