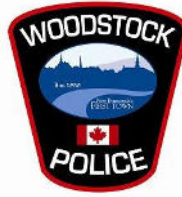


Woodstock Police Force

Standing Order

Date: January 8 th , 2024	Standing Order: 2024-002
Subject: Social Media Policy	
Link to Supporting Documentation:	
Good day. The following Social Media Policy has been updated. Reason for Policy: In an effort to remain transparent, and to provide open lines of communication to the public, the Woodstock Police Force has adopted a strategic and proactive approach to media relations and communications. Social media is an important component to the overall communications strategy, and includes tools such as Facebook and Twitter. Public perception and confidence is extremely important to the Woodstock Police Force, and adopting a social media strategy to provide a more consistent, timely and accurate approach to information sharing is vital to achieving our communication goals. A PDF version has been saved to WPF “TrueNAS U” drive /wpfshare /WPF POLICIES. With thanks,	
Approval – G. Forward, Chief of Police	Date: 08 January, 2024
Signature: <i>G. Forward</i>	

Woodstock Police Force
822 Main Street
Woodstock, NB
E7M 2E8



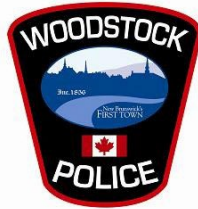
Phone: (506) 325-4601
E-mail: wpfadmin@nbpolice.ca

Subject: Social Media	
Policy Number: 2024-002	
Effective Date: January 8th, 2024	Next Review Date: January 8th, 2027
Area(s) This Policy Applies to: All Staff	Office Responsible for Review of this Policy: Chief of Police or Designated Agent
Related Instruments:	Policy Sponsors: Chief of Police
	Document Pages (including Title Page): This document consists of 8 pages

Revision History:

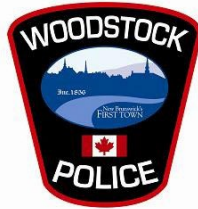
Woodstock Police Force Date of Passage of Current Framework: <u>January 8th, 2024</u> I certify that this Policy was adopted by Woodstock Police Force as indicated above.
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Date Created: January 8th, 2024	Woodstock Police Force Approval Date: January 8th, 2024	Contact: Gary Forward, Chief of Police
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1. POLICY STATEMENT:

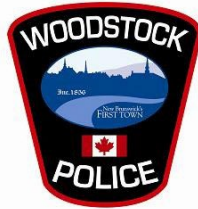
In an effort to remain transparent, and to provide open lines of communication to the public, the Woodstock Police Force has adopted a strategic and proactive approach to media relations and communications. Social media is an important component to the overall communications strategy, and includes tools such as Facebook and Twitter.

Public perception and confidence is extremely important to the Woodstock Police Force, and adopting a social media strategy to provide a more consistent, timely and accurate approach to information sharing is vital to achieving our communication goals.

The Woodstock Police Force endorses the use of social media tools to enhance public collaboration and general information sharing. It is also important to support other Woodstock Police Force goals such as crime prevention, information sharing, public education, recruitment, and support with ongoing investigations.

2. DEFINITIONS:

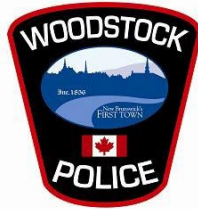
- **Media Relations/Public Information Officer:** The Office of Media Relations/Public Information Officer will be the Deputy Chief of Police or their designate. Their role is to provide strategic communication, media relations, and public affairs management to the Woodstock Police Force and the Chief of Police directly.
- **Social Media Coordinator:** The Social Media Coordinator is a civilian employee who is tasked with social media planning, posting, and management. All information posted to social media by the Social Media Coordinator is reviewed and approved by the Public Information Officer.
- **Strategic Communications Plan:** This plan outlines goals, objectives, and actions for media relations, communications and public affairs processes for the Woodstock Police Force. It includes proactive and reactive communications strategies, enhancing positive media relations, and creating a social media presence for the Woodstock Police Force.
- **Social Media Tools:** Any social media site in which information can be shared and photo/video sharing sites. Pages are developed within these tools to be managed by a specific owner being the Public Information Officer.
- **Post:** Content an individual shares on a social media tool, or the act of publishing on a specific site.
- **Terms of Use:** The terms that an individual must abide by in order to use a service. In the case of the Social Media Policy, includes disclaimers as to the types of posts that can be made, and the terms users agree upon in order to share information.



3. PROCEDURE:

a. APPROVED USE OF SOCIAL MEDIA

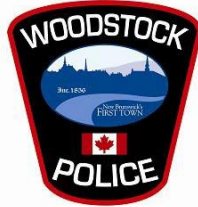
1. Social media pages managed by the Woodstock Police Force are approved by the Public Information Officer / Office of the Deputy Chief of Police, and will be prepared and managed by the Public Information Officer. All pages will be linked back to the main web presence of the Woodstock Police Force, www.woodstockpoliceforce.ca, which can also be accessed by the Town of Woodstock's website.
2. All social media pages that are managed by the Woodstock Police Force will have a clearly defined goal statement posted, Terms of Use, and contact information for the Woodstock Police Force clearly displayed.
3. All information posted to Woodstock Police Force sanctioned social media pages will adhere to the policy of Release of Information to the Public, and other policies and guidelines to which the Woodstock Police Force is held, including the *NB Police Act* and Federal Legislation.
4. The Office of Media Relations/Public Information Officer is responsible for all content posted to social media pages.
5. The Office of Media Relations/Public Information Officer is responsible to respond to any posting on Woodstock Police Force social media pages.
 - a. Only responses approved by the Office of Media Relations/Public Information Officer will be posted to Woodstock Police Force social media pages.
 - b. Members of the Woodstock Police Force will not respond to posts on the Woodstock Police Force social media pages using personal social media accounts.
 - c. Only employees/members of the Woodstock Police Force designated by the Office of the Chief of Police may represent the Force on approved social media sites.
6. Posts that will bring disrepute to the Woodstock Police Force and/or harms the ability of members of the Force to perform their duties will be removed as soon as possible. Posts may include, but not be limited to:
 - a. Any comment supporting a criminal offence, or any comment that could be regarded as a criminal offence itself;
 - b. Any comment attempting to initiate a public complaint. A direct message will also be sent to the complainant informing them of the appropriate methods by which to report a complaint.



- c. A clear Terms of Use will outline appropriate use of Woodstock Police Force social media pages.

b. TERMS OF USE

1. All Woodstock Police Force social media pages will clearly display a Terms of Use, accessible to the public. The following statements should be included:
 - a. Woodstock Police Force social media pages cannot be used to report a crime. If you would like to report an incident, please phone (506) 325-4601. In case of an emergency, please dial 9-1-1.
 - b. Comments and posts to the Woodstock Police Force social media pages are monitored by the Office of Media Relations/Public Information Officer, during regular business hours; Monday to Friday, from 8:00 a.m. to 5:00 p.m.
 - c. Public comments and opinions posted to the Woodstock Police Force social media pages are not necessarily supported by the Woodstock Police Force.
 - d. By posting the Woodstock Police Force social media pages you agree to the Terms of Use.
 - e. The Woodstock Police Force reserves the right to delete or block individuals at their discretion.
 - f. The Woodstock Police Force reserves the right to delete any posts at their discretion, including posts that:
 - i. defame, harass, slander, or threaten the rights of others;
 - ii. include racist remarks, promote hatred or violence, contain obscenities, are vulgar, or contain spam or advertising;
 - iii. have personal information that may violate one's privacy;
 - iv. contain links to inappropriate material; or
 - v. include information not belonging to the poster, or copyrighted material.
 - g. Photographs and videos may only be posted to the Woodstock Police Force social media pages by the Office of Media Relations/Public Information Officer or a designate.
 - h. All postings are subject to the relevant municipal provincial and federal law.
 - i. Any Woodstock Police Force logos, wordmarks or designs are the sole property of the Woodstock Police Force and cannot be reproduced or distributed without the consent of the Office of Media Relations/Public Information Officer.



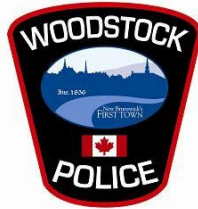
- j. The Woodstock Police Force is responsible for all postings on relevant social media pages, so therefore, can edit, update or remove any of the Terms of Use at their discretion, without notice.

c. CAN YOU IDENTIFY?

1. The Woodstock Police Force Facebook account is frequently used as a tool to help in ongoing investigations. Frequently, still photos or video are used to identify persons of interest, or who may be suspects, witnesses, or others involved in a file. It is also used to identify/locate stolen items. Specifically, it is a very useful tool for community policing, and having the public help identify these individuals.
2. In order to have a photo posted to Facebook, the investigating officer should seek approval through their NCO. That approval, with the file number, should be emailed to the Public Information Officer (or the back-up), following which the information will be posted.
3. The image will be posted to Facebook and will be updated as necessary. The post will contain a request to identify and/or locate, as well as the file number. The Woodstock Police Force general phone number, as well as the phone number for Crime Stoppers, will accompany the photo and file number. Anyone with information about the individual can then report it directly to Woodstock Police Force or through Crime Stoppers.
4. We will not identify whether they are wanted as a suspect, witness, or otherwise, unless requested specifically.
5. A draft of the post will be emailed to the requesting officer and their NCO to advise that the post is going live.

***IMPORTANT:** Once the individual and/or item has been successfully identified or located, please advise the Public Information Officer (or back-up), by phone or email (preferred), to remove the post from social media.*

6. A post cannot be removed until confirmed via NCO.
7. Posts are deleted from social media, so that the individual's image does not continue to circulate, once they have been identified.
8. Should the individual go unidentified or the file concluded, the post will be removed after two weeks, unless the investigation dictates otherwise. The NCO/OIC will then submit a request to leave the post on the Facebook page.



d. MISSING PERSONS

1. Social Media is a useful tool in helping to locate missing persons. Facebook and Twitter can be used to communicate a missing person to the public when any of the following conditions are met:
 - i. Other investigative techniques have failed
 - ii. There is concern for the missing person's health and wellbeing
 - iii. The person is not a habitual runaway
 - iv. In the case of a habitual runaway-extenuating or concerning circumstances are present.
2. In order to have a missing person posted to social media, the investigating officer should compile the following information in preparation:
 - i. Photo(s) of the missing person
 - ii. Height/weight/build
 - iii. Hair/eye colour
 - iv. Additional useful physical descriptors
 - v. Any special details that might make the person easily identifiable
3. Once the information has been compiled, the investigating officer must seek approval through their NCO. That approval, along with the pertinent details listed above, and file number should be emailed to Public Information Officer (or the back-up), following which the information will be posted.

***IMPORTANT:** Once a missing person has been located, and confirmed so by an officer, that officer should notify their NCO, who will then advise the Public Information Officer (or back-up), by phone or email (preferred), to remove the post from social media. A post cannot be removed until confirmed via NCO. Posts are deleted from social media, so that the individual's image does not continue to circulate once they have been found.*

e. PERSONAL USE

1. Personal use of social media can have a significant impact on one's reputation. Therefore, personal use of social media by members of the Woodstock Police Force shall adhere to all pertinent Woodstock Police Force and Town policies and procedures.



4. RELATED DOCUMENTS:

- COR-OP-173 – Use of Media
- COR-OP-142 – Intent of Usage
- 5.FPF.6.14 – Use of Electronic Email
- 5.FPF.6.9 – Confidential Information
- 5.FPF.6.8 – Release of Information to the Public
- 5.FPF.6.19 – Administrative Manual