

BURLINGTON TWP. FIRE DEPARTMENT
STANDARD OPERATING GUIDELINE #48

SOCIAL MEDIA / INTERNET USE

Purpose: To establish guidelines for use of social media, electronic media, and the internet by members of the Burlington Twp. Fire Department.

Scope: To manage guidance for appropriate social media, electronic media, and internet content posted by members of the Burlington Twp. Fire Department.

1. Unless prior authorization is obtained from the Fire Chief, the Burlington Twp. Fire Department prohibits the release, publication, or posting of any information, photographs, or video via social media, electronic media, or the internet relating to:
 - a. Any incident the department has been dispatched to
 - b. Any department training event
 - c. Any public education or public relations activity the department participates in
 - d. The career of any member of the department
 - e. Any department owned equipment or apparatus
 - f. The department name or logo
 - g. Any reference to the department
2. It is the responsibility of all personnel to ensure any photographs or video taken is in compliance with department policy (SOG #24).
3. The department provides emergency services to our community, and we must maintain the trust and confidence of the community we protect. We are public servants and have an obligation to prevent the release of information that could be embarrassing or damaging to the reputation of the department or the people we serve.
4. Any member of the department having a concern about department operations shall direct those concerns to an officer of the department. A member of the department shall not utilize social media, electronic media, or the internet to address these concerns. Any member who becomes aware of the information contained in paragraph one being released via social media, electronic media, or the internet shall report the information and source to a department officer at their earliest opportunity.
5. Any unauthorized release of the information in paragraph one shall be subject to the disciplinary actions of the Fire Chief, resulting in a possible suspension or termination.

6. Any member of the department attending training at the Lapeer County Fire Association (LCFA) Training Center shall abide by the LCFA Social Media/Internet Policy (LCFA-13-04) in addition to this policy. See attachment 1.