



ADMINISTRATIVE REGULATION (AR)

Social Media (Revised from City AR-00051)

FESSAM #9C.3

Effective: 01/01/2016

I. SCOPE:

This Administrative Regulation applies to all Loveland Fire Rescue Authority (LFRA) employees including Regular, Temporary, and Seasonal.

II. PURPOSE:

The purpose of this Administrative Regulation is to ensure that all LFRA employees use social media web sites and blogs in a manner consistent with LFRA communication objectives and employee conduct regulations. This includes use of LFRA social media web sites and blogs, as well as personal social media web sites and blogs.

III. DEFINITIONS:

- Social media web sites – Social media web sites focus on creating and fostering online social communities for a specific purpose and connect users from varying locations and interest areas. These web sites can offer many different ways for users to interface, such as instant messaging, blogging, commenting, microblogging, status updates, online forums, web site link sharing, video conferencing, sharing photos, videos, etc. Examples include Facebook, Twitter, and YouTube.
- LFRA social media web sites – Those social media web sites established by LFRA in accordance with this policy. This does not include employees' personal social media web sites.
- Blog – A web site where a blog author can post information on a specific topic targeted to a specific audience.
- LFRA blogs – Those blogs established by LFRA in accordance with this policy. This does not include employees' personal blogs.

IV. POLICY:

Acceptable Uses of LFRA social media web sites and blogs

- Promote LFRA.
- Engage citizens.
- Raise awareness of LFRA services, programs, issues, and events.
- Provide advisory, special situation, and emergency information.
- Recruit employees.

Rules and Guidelines for Use of social media web sites and blogs

- Establishment of an LFRA social media web site shall be under the general identity and branding of LFRA. Individual departments, divisions, and offices may participate directly under LFRA identity, or create "sub-identities" that must be integrated under LFRA umbrella.
- Use of LFRA social media web sites and blogs must comply with all applicable laws, regulations, and policies, including, without limitation, copyright laws, as well as proper business etiquette. If you are unsure as to whether information or images are copyright



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protected or may be displayed on or transmitted through an LFRA social media web site, contact the LFRA Attorney.

- LFRA social media web sites and blogs may not be used for personal or private purposes, or for the purpose of expressing a personal view on any issue.
- Only the LFRA Public Information Officer is permitted to post to an LFRA social media web site or blog. All social media functions that permit external posting (i.e., by the public) must be disabled or turned off. Exceptions to this rule may be granted by the applicable Fire Chief or his/her designee in his or her sole discretion. If the LFRA PIO is asked to remove an external post from the LFRA social media web site, he/she must first contact the LFRA Attorney for guidance.
- LFRA social media web sites and blogs should be considered secondary, not primary, communication outlets and should not be used as a substitute for traditional LFRA communication outlets.

Rules and Guidelines for use of personal social media web sites:

Use of personal social media web sites and blogs at work is governed by LFRA's Monitoring and Use of Electronic Media Administrative Regulation. Employees are reminded that LFRA personnel policies, such as anti-harassment and violence in the workplace, extend to online behavior.

Basis For Mandate:

- Internal governance

V. PROCEDURE:

The following procedures are to ensure proper internal controls, segregation of duties, and adequate safeguards for LFRA.

1. Written approval by the Fire Chief or his/her designee is required prior to establishing a new LFRA social media web site or blog. A copy of the approval must be forwarded to the PIO. The PIO will work with the employee(s) to establish the approved LFRA social media web site or blog.
2. The LFRA PIO shall ensure that the site or blog is managed in accordance with the Authority's Records Retention Schedule and the Colorado Open Records Act.
3. The PIO shall maintain a list of all active LFRA social media web sites and blogs.
4. Sites with very low or no activity or subscribers shall be deactivated and removed.



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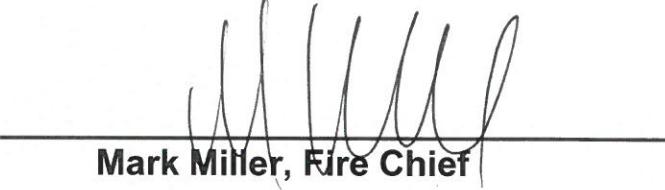
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VI. OTHER RELATED REGULATIONS & PROCEDURES:

Harassment	Effective 1/1/2016
Violence in the Workplace	Effective 1/1/2016
Monitoring and	Effective 1/1/2016
Use of Electronic Media	

VII. LFRA FIRE CHIEF SIGNATURE:



Mark Miller, Fire Chief