



SOCIAL MEDIA OUTLET: TWITTER



ISSUE DATE:	01 December 2020	EFFECTIVE DATE:	01 December 2020
RESCINDS:	11 February 2020 Version		
INDEX CATEGORY:	Human Rights and Community Partnerships		

I. PURPOSE

This directive:

- A. continues the Department policy and procedures to create, maintain, and publish text-based messages to Chicago Police Department Twitter accounts;
- B. establishes the Unit Social Media Representative (USMR); and
- C. satisfies the CALEA law enforcement standard in chapter 54.

II. SOCIAL MEDIA OUTLET: TWITTER

- A. Twitter is an online social networking and microblogging service that enables its users to send and read text-based messages known as "tweets."
- B. Twitter is a means to connect the Department to the community in real time. The Department uses Twitter as a tool to inform and build relationships with community members.

III. GENERAL INFORMATION

- A. The Chicago Police Department is committed to serving the community and recognizes that current technology, when utilized properly, can provide the Department and community with an essential channel of communication.
- B. Each district will have a Twitter presence and will disseminate the following types of information: vetted crime prevention tips, success stories, community events, and other district-specific events.
- C. Unit commanding officers will authorize Department members assigned to their command to be unit social media representatives (USMRs). USMRs are authorized to disseminate information on behalf of their unit.

NOTE: District commanding officers will utilize members assigned to their community policing office as their USMRs.

- D. USMRs will maintain and update the unit-specific authorized Twitter account and use the social media management platform account to communicate with or to inform members of the community in this casual forum.
- E. USMRs will participate in the program only during on-duty hours and will not receive additional compensation for participating in the program.
- F. Department members are prohibited from posting, displaying, transmitting, or following content that is disparaging to a person or group based on race, religion, sexual orientation, or any other protected class.
- G. Department members are reminded that they are not to participate in partisan political campaigns or activities, per the **Rules and Regulations of the Chicago Police Department**.

IV. GUIDELINES

- A. Information posted on Twitter often results in media inquiries. USMRs will:
1. notify the Communications Division and Office of Community Policing of tweets concerning notable incidents (e.g. newsworthy arrests) prior to dissemination; and
 2. direct all media inquiries received regarding district-specific Twitter postings to the Communications Division.
- B. USMRs are official representatives of the Department and are expected to act accordingly.
- C. USMRs assigned to districts will post information specific to that USMR's district.
- D. USMRs will post unit-specific Twitter entries/responses via social media management platform using only a Department-owned electronic device.
- E. Unauthorized advertising of private projects, products, or services are not allowed.
- F. Social media posts will be capable of being understood by a wide variety of people, informative, engaging, varied, interesting, timely, and tell a story.
- G. USMRs will make visible on their unit's social media page the following information:
1. emergencies must be reported to 911, not on social media;
 2. social media pages are not monitored 24 hours a day, 7 days a week; and
 3. allegations of misconduct should be reported to the Civilian Office of Police Accountability (COPA).
- H. USMRs will not post on social media about any use of force incident, including, but not limited to line-of-duty deaths or officer-involved shootings.

NOTE: Following an official statement from the Superintendent, or the Communications Division regarding a line-of-duty death, USMRs will change their unit's social media profile image to that of the mourning band in accordance with the Department directive titled "**Uniform and Appearance Standards**."

- I. If a USMR receives or becomes aware of a threat against a Department member or a family member of a Department member, the USMR will comply with the Department directive titled "**Protection of Department Members**."
- J. USMRs will not "follow," "like," "retweet," "comment," or "message" with any non-law-enforcement individuals, groups, or professional services.

EXCEPTION: In accordance with the Department rules and regulations, certain official governmental pages may be "liked," if approved by a supervisor.

- K. Social media interactions may imply endorsement and must meet the guidelines set forth in the **Rules and Regulations of the Chicago Police Department** and the Department directives including, but not limited to, "**Use of Social Media Outlets**," "**Use of the Internet**," and "**Department-Issued Electronic Communication Devices**."

V. PROCEDURES

- A. Unit commanding officers will:
1. authorize any number of members assigned to their command as deemed necessary to function as unit social media representatives; and
 2. at the start of each police period, submit the names, ranks, star numbers, employee numbers, log-on ID numbers, unit-issued telephone numbers, and Department e-mail addresses of the USMRs to the Director, Office of Community Policing and the Communications Division.

- B. A sergeant designated by the unit commanding officer will:
1. coordinate the respective unit-specific Twitter postings via social media management platform on a regular basis;
 2. review social media posts via approved social media management platforms per training guidelines;
 3. ensure those making the district Twitter account entries post via the social media management platform vetted crime prevention tips, district beat meetings, district success stories, special events, and retweet approved Bureau of Detectives crime alerts;
 4. ensure that any posted information is current, correct, valid, and appropriate;
 5. ensure that any activity deemed inappropriate is discontinued;
 6. ensure that all media inquiries received regarding district-specific Twitter postings are directed to the Communications Division; and
 7. ensure positive Department-related stories are forwarded to the Communications Division.
- C. The Social Media Coordinator, Office of Community Policing, will:
1. provide training to USMRs; and
 2. provide coordination and guidance to district-level USMRs.
- D. Unit Social Media Representatives (USMRs) will:
1. follow the guidelines of this directive;
 2. post on social media via approved social media management platforms per training guidelines;
 3. only post from accounts related to the unit of their current assignment;
 4. not give account usernames and passwords to unauthorized persons;
 5. share positive and exceptional Department-related stories;
 6. develop innovative and informative social media messaging with the goal of cultivating positive public engagement;
 7. post on a regular basis throughout their tours of duty;
 8. regularly coordinate with other Department members in regards to posting information relevant to their unit of assignment;
 9. coordinate with the Communications Division prior to releasing photographs or summaries of arrestees after felony charging has been finalized;
- NOTE:** USMRs will seek guidance from the Communications Division prior to posting arrest information when the incident involves Department members.
10. seek guidance from the Communications Division and Office of Community Policing before posting photographs or summaries of evidence of crimes; and
 11. not post information regarding current or on-going investigations, unless authorized by the Communications Division.
- E. The Communications Division will:
1. provide participating members with social media direction and guidance;
 2. respond to any media inquiries that result from Twitter communications;
 3. monitor all unit Twitter account transmissions and serve as the final judge for content evaluation;
 4. maintain the corporate Chicago Police Department Twitter and public information accounts independently; and

5. disseminate information on behalf of the Department regarding large-scale emergency situations.

VI. CONFLICT PROVISION

If this directive conflicts with the existing policy concerning the use and prohibitions of social media or acting as an official representative of the Department, including the policies outlined in the Department directives titled "**Use of Social Media Outlets**," "**Use of the Internet**," and "**News Media Guidelines**," this directive will take precedence.

(Items indicated by italic/double underline were added or revised.)

Authenticated by: KC

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Superintendent of Police

JJR/SPC

DRAFT