

**PEMBERTON TOWNSHIP FIRE DEPARTMENT GENERAL ORDER**

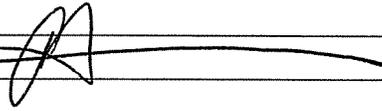
**Number: 11-008**

**Cross Reference:**

**Subject: Social Media Update**

**Effective Date: Immediately**

**By Order of: Pemberton Township Fire Chief**



**Please post the attached change to the Rules & Regulations to the current social media policy. Also have all members sign and return the policy to my office by the staff meeting Monday November 28, 2011.**

**2:1.37 Social Media Policy For Pemberton Township  
FireDepartment.**

**Scope.** This policy applies to all member classification of any of the Pemberton Township Fire Department Volunteer Fire Companies located within Pemberton Township.

Members whose use of social media is in contravention of this policy will be subject to the Disciplinary procedure. Such Discipline may, when appropriate, result in termination of membership from any of the respective Volunteer Fire Companies.

This policy is intended to protect the assets, reputation, and productivity of the Pemberton Township Fire Department Companies and to ensure compliance with its legitimate policies. It is intended to protect the privacy rights of the members of the public and of the members of the respective Fire Companies.

This policy is not meant to infringe on the right of a member to disclose to a supervisor or an appropriate public body any activity, policy or practice which the member believes violates any laws or regulation or which is fraudulent or criminal.

Social media content which does not identify the individual as a member of the Pemberton Township Fire Department Companies; does not discuss the Company, its business or its members; does not discuss calls or responses made and members of the public for which those calls of responses were made; and, which is purely about personal matters, would normally fall outside this policy.

**Objective** To clearly establish guidelines for what members of the Volunteer Fire Companies cannot do using Social Media as it relates to matters concerning the Pemberton Township Fire Department.

**Social Media Defined:** Social Media is the name commonly given to interactive communication technology websites; primarily those which enables users to interact and communicate by sharing contents such as opinion, media, (text, video, images and audio) knowledge and interest.

Typically, the term encompasses many variations of online media. Examples include blogs, micro-blogs, (Twitter) pod cats, 'wikis' (such as Wikipedia), message boards, social networking websites, (FaceBook, MySpace) and media content sharing websites (such as Flickr, YouTube).

The paramount feature of all of these platforms is that the central focus is on user generated content.

**Prohibitions,**

**Do Not Share Confidential Information.**

The confidentiality of any citizen or patient receiving our services shall be maintained by excluding all identifying information including the incident date, individual's name, age, location or medical, mental or physical condition. Such information shall not be disclosed without the express written consent of the individual or individuals involved. For a minor, such consent must be given by the parent or legal guardian.

Communication with news media regarding any Firematic matter without authorization from the Department Chief, Chief Officer or Incident Commander is strictly prohibited.

**Do Not Engage in Social Media At Inappropriate Times.**

In responding to a call, the sole purpose of the Fire Companies is to provide fire protection and other services to the public. Thus any activity not related to such purpose and which potentially detracts from the providing of such service is not allowed. Therefore, the personal use of electronic devices, (including cell phones, PDA's netbooks, and MP3 players is prohibited from the time of getting on the fire apparatus until the return to the fire station or while actively engaged in firefighting or other activity of an emergent nature unless authorized by the Department Chief.

**The use of personal film/digital cameras and imaging devices, including cell phones, is strictly prohibited from the time of getting on the fire apparatus until the return to the fire station or while actively engaged in firefighting or other activity of an emergent nature unless authorized by the Officer in Charge.**

**The use of social media to communicate details, including but not limited to tactical or operational decisions, in regard to an Emergency call to which one responded is strictly prohibited.**

**Do Not Use Offensive Language.**

**The use of derogatory, profane, sexual, or otherwise, offensive message while identifying oneself as having an affiliation with The Pemberton Township Fire Department or one of the volunteer fire companies under its authority, is strictly prohibited.**

**Do Not Complain About Fire Department/Company Matters.**

**The use of Social Media to complain about, or bring disrespect to, the Pemberton Township Fire Department or volunteer fire companies under its authority, is strictly prohibited. Any and all complaints should be made through the CHAIN OF COMMAND.**

**Do Not Defame.**

**The use of Social Media to defame, libel or slander The Pemberton Township Fire Department or any of the volunteer fire companies, its members, or other agencies is strictly prohibited.**

**ACKNOWLEDGEMENT FORM**

I, \_\_\_\_\_ acknowledge that I have received a copy of the Pemberton Townships Social Media policy. I have read and understand the provisions of the Social Media Policy. I acknowledge that I must comply with its provisions and any revision that is made to it and accept that my continued membership may be dependent upon my compliance with the Pemberton Township Fire Department's Fire Director's Social Media Policy.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Witnessed By: \_\_\_\_\_

Date: \_\_\_\_\_

Approved October 3, 2011