



EC40

USE OF PERSONAL SOCIAL MEDIA

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Effective Date: 14 December 2011
Last Reviewed/Revised Date: 22 September 2022*

POLICY

1. It is recognized that Delta Police Department (Department) employees use personal social media, and such use may reflect upon and impact the Department.
2. Department employees are free to express themselves through personal social media, but not in a matter that:
 - a) negatively affects the public's or stakeholders' perception of or discredits the Department;
 - b) places them in a conflict of interest with the Department;
 - c) would be reasonably perceived to impede the employee's performance of duties;
 - d) associates their political activity with the Department or their position with the Department; or
 - e) negatively impacts conduct or rapport among coworkers.
3. Department employees should be mindful that social media content is part of the public domain, and adherence to the Department's code of conduct and values are required in the use of personal social media.
4. No employee shall make statements or posts that purport to represent the Department, or their position with the Department, on personal social media platforms unless their account is approved by the Chief Constable or delegate, but still conveys that all opinions are the employee's own.
5. Employees may not post, share, transmit or disseminate confidential or investigative information or any information that is restricted by law, but may post information that is publicly available.
6. The Chief Constable shall provide directions to employees through Procedures, pursuant to this Policy, regarding the responsibilities of employees in their use of personal social media.

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REASON FOR POLICY

7. To seek to ensure employees understand the restrictions regarding the use of personal social media, and direct the manner in which employees conduct themselves when communicating through these platforms.
8. To highlight the necessity of precaution and the risks associated with the use of personal social media.

RELATED POLICIES

CS41 – Media Relations & Social Media
DP30 – Authorized Access & Use of Electronic Systems
EC10 – Rules of Conduct
EC11 – Conflict of Interest
EC30 – Respectful Workplace

DEFINITIONS

9. For the purposes of this Policy, the following definition will apply:

Social Media: digital communication platforms that integrate user-generated content and user participation, including blogs, social media apps, networking sites, and content sharing sites (examples include Instagram, Facebook, Twitter, YouTube, Reddit, TikTok).

PROCEDURES

10. For the safety of members, their families and co-workers, employees are advised to:
 - a) use caution in disclosing their own employment with the Department through personal social media; and
 - b) not reveal the employment of others, without their expressed permission.
11. Employees who choose to publicly identify their employment with the Department through a social media platform are expected to convey in writing, where practicable, that any content they publish, or accounts or pages they link to, express exclusively their own opinions or those of the other individuals concerned and not those of the Department.



12. Employees should be aware that social media privacy settings do not necessarily ensure protection of personal information.
13. Information that employees post through publicly accessible social media may be accessed and collected without notice in support of a criminal, *Police Act* or internal discipline investigation.
14. An employee becoming aware of or having knowledge of any social media activity that violates the provisions of this Policy shall notify their supervisor.

*Revised Dates:
21 February 2012
16 November 2017