

STANDARD OPERATING PROCEDURES



CHIEF OF POLICE DIVISION

SOCIAL MEDIA DETAIL

SOCIAL MEDIA UNIT
STANDARD OPERATING PROCEDURES
MASTER INDEX

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SOCIAL MEDIA UNIT STANDARD OPERATING PROCEDURES



City of Miami



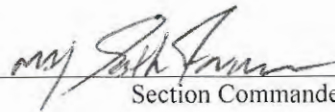
DANIEL J. ALFONSO
City Manager

SOCIAL MEDIA UNIT

STANDARD OPERATING PROCEDURES

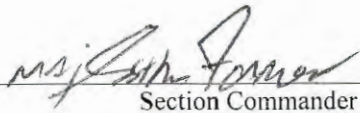
ENDORSEMENT SHEET

First Quarter
Inspection:


Section Commander

1/7/17
Date

Second Quarter
Inspection:


Section Commander

4/6/17
Date

Third Quarter
Inspection:


Section Commander

7/1/17
Date

Fourth Quarter
Inspection:


Section Commander

7/1/17
Date

Annual
Inspection:

Section Commander

Date



City of Miami



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City Manager

STANDARD OPERATING PROCEDURES

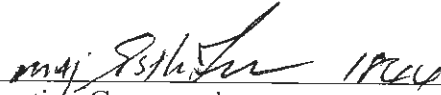
LETTER OF PROMULGATION

TO: ALL PERSONNEL, Social Media Unit

These Standard Operating Procedures are established to provide guidelines for the operation and management of the City of Miami Police Department, Social Media Unit.

Procedures incorporated into these Standard Operating Procedures are not meant to supersede, but will supplement published Departmental Orders and Administrative Directives. The Section Commander will resolve conflicts between documents.

Personnel assigned to the Social Media Unit are required to read and abide by the procedures as set forth by the undersigned.



Section Commander
Social Media Unit

7/11/17

Effective Date

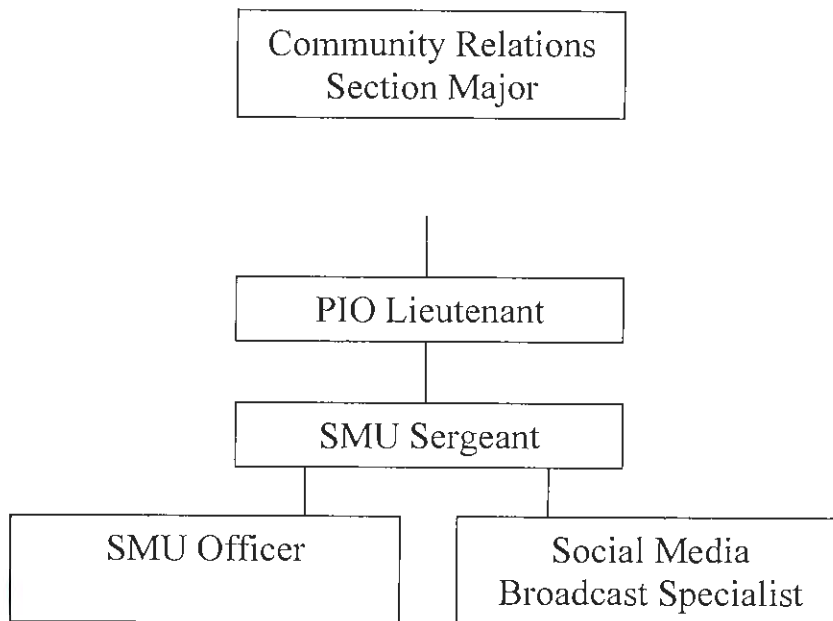


City of Miami



DANIEL J. ALFONSO
City Manager

City of Miami Police Department Social Media Unit





Section Commander
Social Media Unit

7/11/17

Effective Date



SOCIAL MEDIA UNIT
STANDARD OPERATING PROCEDURES
PURPOSE, GOALS AND OBJECTIVES

I PURPOSE

The Social Media Unit (SMU) will be responsible for creating, managing and monitoring all social media platforms for the City of Miami Police Department.

II GOALS

- A. Coordinate all social media efforts for the City of Miami Police Department.
- B. Disseminate accurate and complete information on the department's social media platforms on matters of public interest and concern in a timely manner.
- C. Utilize social media platforms to stimulate public interest in the department's community outreach programs.
- D. Promote teamwork between the police and community stakeholders.
- E. Review newsworthy items for release on social media.
- F. Monitor and utilize social media during natural disasters, crisis situations and emergencies to assist the department's efforts.
- G. Monitor and respond to comments and questions posted by the public on the department's social media platforms.
- H. Educate members of the department on the social media policies and provide best practices on how to use and maintain their respective social media accounts.

III OBJECTIVES

- A. SMU will review all content created on behalf of the department and will determine content suitability before it is posted on any of the department's social media platform.

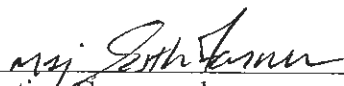
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City Manager

PURPOSE, GOALS AND OBJECTIVES (continued)

- B. SMU will publish on a daily basis, when feasible, content that informs and educates the public on the department's crime prevention efforts, community outreach programs, and police matters of concerns to the public.
- C. SMU will highlight and re-post stories by outside sources that illustrate the goals and objectives of the department.
- D. SMU will monitor the department's social media accounts regularly for questions, comments and complaints. Members of SMU will respond to all posts made by the public, using the Comment Grading System.
- E. SMU will highlight members of the department and their positive efforts when creating content for social media.



Sgt. Scott Jensen
Section Commander
Social Media Unit

2/11/17

Effective Date



City of Miami



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City Manager

SOCIAL MEDIA UNIT

STANDARD OPERATING PROCEDURES

DUTY HOURS AND DRESS DUTY

To provide procedures for Work Schedule and Dress Code for personnel assigned, both sworn and civilian.

I DUTY HOURS

The Social Media Unit will maintain office hours Monday through Friday from 0900 hours to 1700 hours. The Social Media Unit's presence on the department's social media accounts will not be restricted by a schedule. A social media account monitoring schedule will be determined by the section commander or designee.

II DRESS

The Dress Code for the Social Media Unit shall be as followed:

- A. Sworn members shall wear dress pants accompanied by:
 1. Polo shirt with badge embroidered, or ironed-on.
 2. Police badge clipped onto belt.
 3. Photo I.D Card openly displayed.

- B. When creating content, the sworn member being filmed may wear the appropriate uniform or attire as determined necessary for a particular project.

- C. Civilian members will dress in professional office attire or as determined by the section commander or designee.

Mej. Josh Farnam 1844
Section Commander

7/11/17
Effective Date



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City Manager

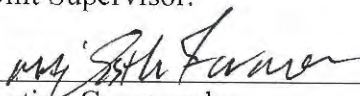
SOCIAL MEDIA UNIT

STANDARD OPERATING PROCEDURES

DUTIES AND RESPONSIBILITIES OF MEMBERS

Chain-of-Command

- I. Major - The Section Commander responsible for the overall functions of the Community Relations Section which includes the Social Media Unit.
- II. Commanding Officer - Assist the Major with the functions of the Social Media Unit. The Commanding Officer shall also perform any other duties deemed necessary as well as attending meetings and other gatherings. The Commanding Officer will ensure completion and authorization of administrative task, identify goals and objectives for the Unit, coordinate and direct activities of the personnel, ensure written correspondence is within departmental guidelines, ensure daily, weekly and monthly reports are properly prepared and submitted in a timely manner, coordinate monthly meetings with the crime stoppers representative to ensure tips and leads are properly followed up and documented. The Commanding Officer reports to the Major of the Community Relations Section.
- III. Supervisor - Responsible for the everyday functions of the Social Media Unit. The supervisor insures the goals and objectives of the unit are met. The supervisor reports to the Commanding Officer.
- IV. Police Officer - Responsible for carrying out all assignments given by the supervisor or commanding officer. Police officers are responsible for knowing all written and verbal directives as they apply to their position. Police officers report to the Social Media Unit Supervisor.
- V. Social Media Broadcast Specialist - Responsible for managing and maintaining all social media accounts for the department in accordance with the goals and objectives of the unit. The Social Media Broadcast Specialist reports to the Social Media Unit Supervisor.



 Section Commander
 Social Media Unit

7/11/17

 Effective Date



SOCIAL MEDIA UNIT

STANDARD OPERATING PROCEDURES

POLICIES

All personnel, sworn and civilian, shall be familiar with, conform to, and abide by the policies and Departmental Orders of the Miami Police Department. The section commander must approve any deviation from any SMU Policy.

I. Privileged Information:

Personnel are reminded that information obtained during one's tour of duty is confidential and is not to be divulged. Departmental Order 1 Chapter 11.6.27.2 states "Members and civilian employees of the Department shall treat the official business of the Department as confidential. They shall not impart confidential information to anyone except those for whom it is intended or as directed by a commanding officer or under due process of law. Members and civilian employees shall not make known to any person any special or general order, which they may receive, unless required by the nature of the order. Members and civilian employees shall not divulge or exhibit the contents of any official file or criminal record filed in the Police Department to any person other than a duly authorized police officer or agency, except on approval of the Chief of Police, a police commanding officer, or under due process of law."

II. Office:

SMU will be housed in a designated office space at the Central Station and will maintain office hours from 0900 to 1700 hours. The office will be utilized for the purpose of accomplishing the tasks and responsibilities of the unit, administrative duties and storage of equipment. It shall be the responsibility of each personnel to clean up their work area immediately before the completion of their shift.

III. Duty Hours and E-Days:

Change in duty hours and days off will be determined by the unit supervisor based on the needs of the unit to meet its goals and objectives.

IV. Overtime:

Overtime has to be pre-approved by the unit's commanding officer prior to any member incurring overtime.

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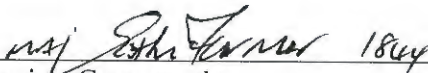


DANIEL J. ALFONSO
City Manager

POLICIES (continued)

V. Functions:

- A. It is the function of SMU to publish useful and informative information on the department's social media accounts. The unit will accomplish this by maintaining open communication with all members of the department and by seeking content worthy material from all section majors, NET and unit commanders, and N.R.O.
- B. It is the function of the SMU supervisor to develop assignments, schedule coverage of events, create content and assign daily tasks and projects to members of the unit.
- C. It is the function of the Social Media Broadcast Specialist to maintain and manage all social media platforms/accounts for the department. Review and edit all written content for accuracy. Assist and plan along with the SMU supervisor in creating a social media strategy to best achieve the goals and objectives of the unit.
- D. It is the function of the sworn members of the unit to assist the unit supervisor and the Social Media Broadcasting Specialist in developing content. Sworn members will also be responsible in carrying out the tasks and projects assigned by the unit supervisor.
- E. All members of SMU will be responsible for monitoring and responding to comments and questions posted by followers of the department's social media platforms.



 Section Commander
 Social Media Unit

7/11/17

 Effective Date



SOCIAL MEDIA UNIT

STANDARD OPERATING PROCEDURES

S.O.P. 1

SUBJECT: SOCIAL MEDIA PLATFORMS / ACCOUNTS

PURPOSE: To establish the proper protocol for creating and managing social media accounts.

DEFINITIONS:

Social Media - Social Media are virtual communities and networks on the Internet that enable users to create and share content or to participate in social networking.

Social Media Platforms - Internet-based applications that provide users the ability to share information on social media communities and networks. Examples are Facebook, Twitter, and Instagram.

SCOPE:

The City of Miami Police Department's Social Media Unit will be responsible for establishing and maintaining multiple social media accounts for the department. The unit will use different social media platforms to effectively enhance communication and stimulate collaboration with residents, businesses and visitors of Miami.

Before a department account is established with a particular platform the section commander or designee must approve its creation. The approval shall be based on the platforms ability to help the department meet its goals and objectives. The mission, goals and objectives of the social media platform must not be in contradiction with the values of the department.

As of the creation of the Social Media Unit on December 1, 2015, the City of Miami Police Department maintains active accounts on the following platforms:

- A. Facebook
- B. Twitter / Periscope
- C. Instagram
- D. YouTube

City of Miami



DANIEL J. ALFONSO
City Manager

S.O.P. 1 (continued)

ACCOUNT ADMINISTRATORS:

The City of Miami Police Department's social media accounts will be managed by an administrator. The section commander or designee will be the main administrator on each account. The section commander or designee will then, at his/her discretion, assign other members of the Social Media Unit as administrators or editors. When a member of the SMU is transferred from the unit, it is the section commander's responsibility to ensure that his/her account privileges are removed.

TERMINATING AN ACCOUNT:

A social media account may not be terminated without prior approval from the section commander. Once an account is created and a presence is established on a social media platform, the department has a responsibility to the virtual community that has been created. Therefore, the termination of an account means the department ends the relationship established with its followers. The termination of an account shall only occur if the platform is no longer active, no longer meets the department's goals and objectives, and all followers have been notified of the termination and provided the opportunity to migrate to an alternative platform.

Section Commander
Social Media Unit

7/11/17
Effective Date



SOCIAL MEDIA UNIT**STANDARD OPERATING PROCEDURES**

S.O.P. 2

SUBJECT: **CREATING CONTENT**

PURPOSE: To establish the proper protocol for creating content to be published on the department's social media accounts.

DEFINITIONS:

Content – Social Media Content is purposeful information that conveys an idea and is presented in either a written or visual manner with the goal of soliciting an emotion or engagement. Social media content is the virtual conversation that happens between the department and its follower(s).

SCOPE:

The Social Media Unit will be responsible for creating, gathering, and publishing content on all of the City of Miami Police Department's social media platforms/accounts.

All content published on behalf of the department must be approved by the section commander or designee and it must meet the following criteria:

- A. No information, communications, hyperlinks, or other content may be posted, or approved for posting, on any of the department's social media platforms or on behalf of the department on any other external social media site that is not directly related to the mission, services, and objectives of the City of Miami Police Department and/or in violation of Departmental Order 7, Chapter 12.
- B. Content posted on any of the department's social media platforms must not violate copyright, trademark, or other intellectual property rights of any person or entity, or otherwise violates their legal ownership interests.
- C. Content posted on any of the department's social media platforms must not be disrespectful or insensitive to any person or group of persons. Content may not include ethnic slurs, profanity, threats of violence, defamatory or discriminatory. Content may not be sexually explicit or in violation of the City of Miami Police Department's Workplace Violence Policy or the department's Sexual Harassment Policy. Content may not violate any other federal, state, or local laws.

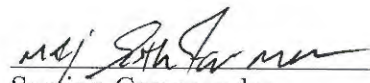
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DANIEL J. ALFONSO
City Manager

S.O.P. 2 (continued)

- D. Content posted on any of the department's social media platforms must not compromise the safety of any of the department's members, the integrity of investigations, and the rights of victims and juveniles.
- E. Content and information posted on any of the department's social media platforms should not disseminate information pertaining to active crime scenes and in-progress police activity unless approved by the Section Commander. Any requests made by the media through the department's social media platforms will be referred to the department's Public Information Office.
- F. The use of hashtags (ex. #yourMiamiPD) can promote negative attention to the department if used incorrectly. All hashtag use and campaigns must be approved by the section commander or designee. Hashtags create an efficient method to find content related to specific topics. The use of hashtags by the department shall only be directly related to the mission, services, and objectives of the City of Miami Police department.
- G. All visual content (ex. photos, videos, graphics) created on behalf of the department, by any member of the department, must display a watermark identifying the Miami Police Department as owner of the intellectual property.



 Section Commander
 Social Media Unit

7/4/17

 Effective Date



SOCIAL MEDIA UNIT

STANDARD OPERATING PROCEDURES

S.O.P. **3**

SUBJECT: **EQUIPMENT AND USE**

PURPOSE: To establish the proper protocol for purchasing, use and care of equipment.

SCOPE:

The Social Media Unit's (SMU) responsibility to create content for the department's social media platforms/accounts creates a need for equipment as well as for members with a particular set of skills to operate the equipment. SMU will utilize digital still cameras, digital video cameras and other related equipment to document and publish content.

KNOWLEDGE, TRAINING AND SKILLS:

It is the responsibility of the SMU supervisor to have general knowledge and a working understanding of the equipment required to achieve the goals, objectives and responsibilities of the unit. The SMU supervisor will ensure that members of the unit possess the skills needed to accomplish the following:

- A. Use computers or other devices to publish content on social media platforms.
- B. Operate digital audio and visual recording devices.
- C. Download, transfer, and store digital files/data from cameras and recorders.
- D. Basic editing of digital photos, videos and audio files.

EQUIPMENT:

SMU shall have an inventory of equipment capable of capturing, transferring, editing, storing, and publishing digital images, digital video, and digital audio. The particular piece equipment that will be utilize to achieve each of the above tasks is left to the discretion of the unit supervisor based on industry standards, technical research and training.

PURCHASING:

When a need for a particular piece of equipment is determine, the unit supervisor will create a proposal to the section commander or designee for consideration. The proposal shall include the technical description of the equipment, the reason and purpose for the equipment, and the cost of the equipment. If approved, a purchased order will be created and submitted to the Budget Unit.

City of Miami



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City Manager

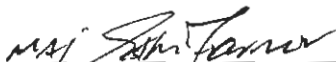
S.O.P. 3 (continued)

EQUIPMENT INVENTORY:


The SMU supervisor will maintain an inventory list of all equipment assigned to the unit along with receipts of the purchases. If the equipment requires maintenance, a maintenance log will also be kept along with the inventory.

HANDLING AND STORAGE:

All equipment assigned to SMU must be handled according to the manufacturer's instructions. Equipment must not be modified or changed in a manner that voids the manufacturer's warranty. All equipment will be stored properly to avoid damage and theft. All equipment will remain in the SMU office while not in use. While out on the field, the equipment will remain with the member utilizing the equipment. If the equipment must be left in the member's assigned vehicle it must be stored in the trunk of the car.



Section Commander
Social Media Unit



Effective Date



SOCIAL MEDIA UNIT**STANDARD OPERATING PROCEDURES**

S.O.P. **4**

SUBJECT: **Comment Grading System**

PURPOSE: To establish the proper protocol for responding to comments and questions on the department's social media platforms.

SCOPE:

The Unit Commander or his designee is responsible in creating and updating a Comment Grading System. The Comment Grading System will provide specific guidance to SMU members on how to address and respond to questions and comments posted by visitors to the department's social media platforms.

All departmental social media platforms will display the below Terms of Use Guidelines or contain a hyperlink to the Terms of Use Guidelines. Any content hidden or removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

Miami Police Department Social Media Platforms Terms of Use:

The City of Miami Police Department's social media platforms are limited public forums. Therefore, inappropriate comments are subject to deletion by the administrators of these accounts. If you don't comply with the posting guidelines, an administrator will contact you and your message will be removed. If you post inappropriate content a second time, an administrator will contact you and you will be banned/blocked from posting any more information on our platforms.

This platform/forum is not monitored at all times. Do NOT use this forum to report emergency situations or time-sensitive issues. For emergencies dial 911, for non-emergency police services dial 305-579-6111.

Please keep the following guidelines in mind when posting comments:

- a) We do not allow graphic, obscene or explicit comments or submissions nor do we allow comments that are abusive, threatening, hateful or intended to define anyone or any organization or comments that suggest or encourage illegal activity.
- b) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender identity or sexual orientation will not be tolerated.

S.O.P. 4 (continued)

- c) Content posted by persons whose profile picture or avatar, username or e-mail address contains any of the aforementioned prohibited conduct will not be tolerated.
- d) Content should be related to the subject matter of the social media site where it is posted.
- e) We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or nongovernmental agency. Similarly, we do not allow attempts to defame or defraud any person or financial, commercial or governmental agency.
- f) We do not allow information intended to compromise the safety or security of the public or public systems.
- g) You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
- h) All comments are subject to public records law.
- i) The appearance of external links on this site does not constitute official endorsement on behalf of the City of Miami.

City of Miami



DANIEL J. ALFONSO
City Manager

S.O.P. 4 (continued)

All comments and questions posted to the department's social media platform will be addressed using the below Comment Grading System:

Level	Comment	Description	Example	Response
1	Positive	Comment Supports or Praises Department	"This is great, I Love MPD"	Respond with a thank you and their first name
2	Neutral	Comment is neither good or bad	"Other departments should do this"	Response is optional
3	Question	Comment is a genuine question	"When will you be hiring again?"	Obtain factual information and provide response as a reply to question
4	Concerned	Genuine concern that is negative	"I went to file a report and the officer refused"	Acknowledge publicly and advise you will message them. Then clarify and act to resolve the issue. You may provide contact or forward information to responsible section.
5	Misguided	Comment has erroneous facts or information	"MPD is arresting peaceful protesters"	Obtain factual information and post directly on comment board.
6	Negative	Negative comment by an instigator	"MPD, do you support the killing of unarmed people?"	Ignore. Any type of response could be used to propagate their agenda.
7	Offensive	Comment is malicious and/or offensive or violates "Terms of Use"	"F*#K these pigs"	Hide the comment and contact the user.
8	Threatening	Comment has legal or criminal ramifications	"I'm going to kill the next officer who stops me."	Hide comment immediately; contact a supervisor for appropriate action.

Major John Farrow 1866x
Section Commander
Social Media Unit

7/4/17
Effective Date

