SHREVEPORT POLICE DEPARTMENT
GENERAL ORDER

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ISSUED BY: Ben Raymond	DISTRIBUTION: All Personnel	REVISION DATE: JAN 01, 2020	PAGE 1 OF 2 PAGES
SUBJECT: Internet Postings, Social Networking Sites			
INDEX: Social Media; Facebook; Instagram; Twitter; Web Site			
CALEA:			

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I. INTRODUCTION:

Professionalism, ethics, and integrity are of paramount importance in the law enforcement community. To achieve and maintain the public's highest level of respect, we must place reasonable restrictions on our conduct and appearance, and hold to these standards of conduct whether on or off duty. A member's actions must never bring the department into disrepute, nor should conduct be detrimental to its efficient operation. Members of the Shreveport Police Department have a right to have personal web pages and participate on social networking or other internet sites; however, when reference is made to or about the Shreveport Police Department, a review of that reference is needed to ensure that such reference does not compromise department integrity or undercut public confidence in the agency.

II. PURPOSE:

The purpose of this directive is to establish departmental policy concerning references to the Shreveport Police Department on personal web pages, social networking sites, or other internet postings to ensure members use appropriate discretion in the use of such references so as not to discredit or disrespect the department, and to ensure that the release, either directly or indirectly, of information concerning crimes, accidents, or violations of ordinances or statutes to persons outside the department is not disseminated, and that all employees treat as confidential the official business of the department.

III. DEFINITIONS:

A. *Member* – any person, full time, part time or temporary, employed by the City of Shreveport Police Department.

B. *Post* – content a member shares or publishes on the internet or any public forum that can be viewed by any member of the public.

C. *Social networking sites* – Internet-based social media sites designed to stay connected and socialize with friends, family, colleagues, and others using a range of technologies. Examples of social networking sites include but are not limited to: Facebook, Instagram, Twitter, LinkedIn, and You-Tube.

IV. POLICY:

A. Employees are reminded to exercise good judgment and demonstrate personal accountability when choosing to participate on social networking sites and other online forums.

B. No member shall represent him/herself, directly or indirectly, on the internet or in any public forum, as a member of the Shreveport Police Department, either by text, photograph, or image depicting the uniform, badge, or patch, in any manner that reflects a lack of good moral character, that may bring discredit to the department, or that may adversely affect the efficiency or integrity of the department.

C. No member shall post any material on the internet or in any public forum that may bring discredit to or adversely affect the efficiency and integrity of the department.

D. No sexual, violent, or racially, ethnically, or politically derogatory material, comments, pictures, artwork, video, or other reference may be posted along with any departmental reference or on any personal web page, social media site, or other internet posting that identifies the member as an employee of the City of Shreveport or Shreveport Police Department.

E. No employee shall use the internet or other public forum to disparage or harass another member of the department or any other citizen.

F. No member shall represent him/herself, directly or indirectly, on the internet or in any public forum, as a member of the Shreveport Police Department in an effort to promote or endorse any person, business, organization, charity, activity, or event, except for official City-sponsored or City-endorsed events. This provision does not restrict any member from sharing or copying any material posted on an official City or Department social networking site.

E. Employees should consider the possible adverse consequences of internet postings, such as future employment, cross-examination in criminal cases, and public, as well as private, embarrassment.

F. All employees shall treat as confidential the official business of the department.

G. No member shall post online or distribute to any person outside the department any photographs of undercover personnel, including sworn officers assigned to OSI.

H. No member shall post online or distribute to any person outside the department any photographs or video of any crime or accident scene.

I. Except as may be specifically authorized by SPD 606.03 “Media Relations/Information Requests,” no member shall release, either directly or indirectly, information concerning crimes, accidents, or violations of ordinances and/or statutes to persons outside the department.

J. No member shall reveal any unauthorized information to any person not a member of the department or to any member of the department that is not authorized to receive such information.

K. Any member aware of or having knowledge of an Internet or public posting made in violation of this policy shall notify his/her supervisor immediately.

L. Posts deemed inappropriate, bringing discredit to this department or to a department member, or promoting misconduct, whether on- or off-duty, may be investigated through a criminal and/or administrative investigation.

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Ben Raymond
Chief of Police