

## **SOCIAL MEDIA 0691**

(No. 34 March 2012)

### **INTRODUCTION 0691.1**

(No. 34 March 2012)

Social media is increasingly being used by public agencies to communicate with the public. While this form of communication is relatively new, the demand for information through social media has increased.

The purpose of this policy is to set forth guidelines for authorized employees of CAL FIRE who engage and communicate with the public in an official capacity through the use of social media websites on behalf of the Department.

Any authorized employee of CAL FIRE participating in social media sites, forums, blogs, wikis, websites or emerging social communication technologies, during authorized and designated work hours, shall be expected to adhere to these guidelines when posting CAL FIRE related information. Uses of such emerging communication technologies include, but are not limited to: Facebook, MySpace, Twitter, Google, LinkedIn, YouTube, Flickr, etc.

CAL FIRE does not authorize the use of state resources to access unauthorized websites, online social networks, or open source applications without the prior permission by the Executive Office.

### **APPROVAL PROCESS 0691.2**

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Official use of social media sites on behalf of the Department must be authorized by the Communications Deputy Director and coordinated with the Department's Communication Office. Only designated employees authorized by their Supervisor and the Communications Deputy Director may use or post approved information on social media sites. This approval can be revoked by the Communications Deputy Director at any time for inappropriate posts or violations to this policy.

To request authorization to post to approved social media sites, an employee shall complete a [CAL FIRE-320: Authorization For Use of Social Media Form](#) and submit requests to the CAL FIRE Communications Office. The Communications Deputy Director will consult with the appropriate Unit Chief or Program Manager, as well as the Region Chief and Executive Office prior to approval.

Once authorized, an employee may post on approved social media sites: the department's name, logo, contact information, as well as department information, incident information, educational campaign messages, and events that have been approved for release. Authorized employees must adhere to the guidelines and restrictions laid out in Handbook 0600, Section 0691, and applicable rules and department policies.