

Unit Order 80 - Social Media Guide

PURPOSE:

The purpose of this Station Order is to provide applicable personnel with a guide to properly use and post to the station's social media outlets.

SCOPE:

This Station Order applies to all West Hollywood Station and Universal sub-station Personnel who have access and written authority to send out Nixie alerts, Facebook posts, and Twitter messages (Tweets) and/or any and all social media and internet outlets on behalf of the station.

ORDER:

West Hollywood Station lies in the hotbed of the Southern California media and entertainment industry. West Hollywood Station strives to be transparent and forthcoming to its citizens and visitors. In an effort to promote that theme, the station has turned to social media as a way to continue its openness and continue the dialogue in cyberspace.

EMPLOYEE RESPONSIBILITIES

Employees will be held accountable for the contents of this Station Order. It is the employee's responsibility to read and understand this order. The employee shall also be responsible for the content and quality of all internet postings which are completed by the employee or via the employee's access to West Hollywood Station social media outlets. Employees are responsible for safeguarding the login and password information for the station's social media accounts.

All postings shall be authored with extreme care and due diligence to ensure compliance with state and federal law, department policy, the department's core values, and the mission of the station. All postings shall be reviewed by a West Hollywood Station authorized social media account holder with the minimum rank of sergeant.

If the author is a sergeant, the posting shall be reviewed by at minimum, another sergeant (acting as the watch commander), or a lieutenant, if available.

The Who, What, Where, When, Why and How of Social Media and West Hollywood Station.

WHO:

Station personnel who have attended LASO Social Media Class A & Class B. These personnel shall also have the captain's written approval to access or post on any social media medium.

WHAT:

Detailed below will be instructions on what information to post to which accounts.

NIXLE:

Information posted to Nixie will post to Twitter and Facebook if you choose before you send out the message. Nixie is intended to provide information to the public in a more professional manner.

Citizens are required to sign up for Nixle and choose the areas in which they want to receive messages. Nixie messages are generally informational and sometimes emergent in nature. Nixie alerts can be received by the recipient in the form of a text message or email.

Nixie messages should be well thought out and reviewed prior to posting. They should include detailed information and follow information which generally should include a positive, proactive conclusion. For example, if sending a message regarding recent vehicle burglaries in a specific area, including information that the recipient can use to protect their property. Such as: Park in a well-lit area, do not leave valuables visible inside the vehicle, use an alarm, become a member of the local neighborhood watch group, and of course, if you see something, say something.

Nixie messages can be sent in three categories: Alert, Advisory, and Community messages. It is important to choose the correct message category when composing a message. Use the link below to learn more about each message type and when to use each (the file is also located in the WHD social media shared files).
