



Charles County Department of Emergency Services  
**STANDARD OPERATING PROCEDURES**

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**Section 200 - Prevention & Special Programs**

Public Information and Education - 200.00		
S.O.P. # 200.04	<b>Department Social Media Policy</b>	PAGE: 1 OF 2
EFFECTIVE: 09/20/2018	Authorized: John Filer, Chief	
REVISED: N/A	Authorized: William Stephens, Director	

**200.04.01 Applicability**

This SOP is applicable to all uniformed and non-uniformed personnel.

**200.04.02 Cited References**

1. Charles County Government, Personnel Policies and Procedures Manual (PPM)
2. Charles County SOP # CAD.1.024 - Social Media Use (Dept. SOP # 200.06)
3. Department SOP # 100.12 - Code of Conduct

**200.04.03 Policy**

1. Social media provides a valuable tool to reach a large number of people quickly and efficiently. As such, the Charles County Department of Emergency Services (Department) will use its official Social Media presence to provide time-sensitive notification related to emergency incidents, special events, disasters, and public emergencies.
2. The Department will also use its official Social Media sites to aide in community outreach and education efforts, and assist in the communication of safety advice, medical recommendations, recognition, success stories, and statistics.
3. This SOP serves as an adjunct to the County's Social Media Use Policy. The Department's social media presence will be administered by the Department's Public Information Officer (PIO) and/or their approved designee. Personnel are encouraged to submit photos, videos, articles and other materials internally for posting on the Department's public social media sites. These items can be directly submitted to the PIO.
4. Department personnel have the right to use social media; however, all personnel are prohibited from accessing personal social media sites while on duty if such access interferes with the performance of assigned duties. It is important to remember that misconduct of any type, regardless of whether it occurs on social media, is governed by SOP #100.12 - Code of Conduct.



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5. The use of personal recording devices such as cameras, video recorders, helmet cameras, audio recorders, cell phones or any device with audio and video recorder applications are prohibited while at any incident scene without prior approval of the Director of Emergency services or designee. Personnel assigned to the PIO, Special Operations Division, Medical Duty Officers, and Safety Officers may authorize the use of such devices for the official use of the Department. Members of the Department shall not post photo images, video, or audio of any incident scene or patient information on any social media site.