

Baldwin Park Police Department

Social Media Terms of Use

This policy establishes guidelines for the establishment and use by the Baldwin Park Police Department of social media sites (including but not limited to Facebook, Instagram, and Twitter) as a means of conveying information to Baldwin Park’s citizens and residents.

The Baldwin Park Police Department has an overriding interest and expectation in deciding what is “spoken” on behalf of the Baldwin Park Police Department on social media sites.

The Baldwin Park Police Department maintains a social media program for the purpose of engaging and interacting with our community, providing relevant and timely community news, information regarding the activities, events, policies, and programs of the department and its employees. It also serves for the distribution of crime prevention and public safety tips and for urgent notifications of critical incidents which may affect residents, business owners and visitors of the city of Baldwin Park. Social media platforms will also be maintained for those people having an interest in the Baldwin Park Police Department. We encourage discussion and comments on posts. Your insights are valuable.

Before posting a comment, please note the Baldwin Park Police Department will review all submissions after posting. Due to the fact this page is public and possibly visible to persons of all ages, we expect participants to show respect, civility and consideration to visitors. Therefore, the Baldwin Park Police Department reserves the right to and will remove any comments that are inappropriate or offensive.

By posting or commenting on any social media platform used by the Baldwin Park Police Department, you participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein. You further agree to the following terms of use:

General Policy:

- **The establishment and use of the Baldwin Park Police Department social media sites are subject to approval by the Chief of Police or his/her designees. All Baldwin Park Police Department social media sites shall be administered by Community Relations Supervisor.**
- **Baldwin Park Police Department social media sites should make clear that they are maintained by the Baldwin Park Police Department.**
- **Wherever possible, Baldwin Park Police Department social media sites should link back to the official Baldwin Park Police Department/City of Baldwin Park website**

for forms, documents, online services and other information necessary to conduct business with the Baldwin Park Police Department.

- The Public Information Coordinator will monitor content on Baldwin Park Police Department social media sites to ensure adherence to both the BPPD's social media policy and the interest and goals of the Baldwin Park Police Department.
- BPPD reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. Any content removed based on these guidelines must be retained by the Public Information Coordinator for a reasonable period, including the time, date and identity of the poster, when available.
- These guidelines must be displayed to users or made available by hyperlink.
- The Baldwin Park Police Department will approach the use of social media tools as consistently as possible, enterprise wide.
- The Baldwin Park Police Department's website at <http://www.baldwinparkpolice.com> will remain the BPPD's primary and predominant internet presence.
- All Baldwin Park Police Department social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
- BPPD social media sites are subject to the California Public Records Act. Any content maintained in a social media format that is related to BPPD business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure.
- Employees representing the Baldwin Park Police Department via social media sites must conduct themselves at all times as a representative of the BPPD and in accordance with all human resource policies.
- This social media policy may be revised at any time.
- Comments on topics or issues not within the jurisdictional purview of the Baldwin Park Police Department may be removed.
- BPPD does not endorse any links or advertisements that may show up on this Facebook page.

Limited Public Forum

All social media platforms used by the Baldwin Park Police Department are designated as Limited Public Forums. The department welcomes a person's right to express his/her opinion and encourages participants to keep comments relevant to the topic in question. Posting of any content on any social media platform used by the Baldwin Park Police Department, by any visitor, follower, subscriber or fan, constitutes acceptance of the terms of use described herein this policy.

For purposes of this policy, a social media platform is the website or application created by individuals, using accessible, expandable, and upgradeable publishing technologies, through and on the internet offered to the public to provide content, comments, audio, video, still-photos or written communications between other members of the public and/or

representatives of particular groups, businesses, organizations or departments. Examples of social media platforms include Facebook, Instagram, Twitter, SnapChat, YouTube, Flickr, MySpace, RSS, Second Life, LinkedIn, Delicious, website blogs with commenting capabilities, forums and emergency notification services.

The definition of content as used in this policy refers to any written copy, photos, graphics, videos, live-video streams, comments or any form of informative content exchanged between parties.

Moderation of Content

By posting or commenting on the Baldwin Park Police Department's Facebook page, or other BPPD social media platforms, you agree to the terms of use of the BPPD's social media policy as provided herein.

The Baldwin Park Police Department 's social media platforms are intended to be "family-oriented and friendly," When applicable, the department uses platform provided content moderation/filtering options to limit foul or obscene content. The Baldwin Park Police Department does actively monitor the social media platforms utilized by the department and will remove inappropriate content as defined below, without prior notice, and as soon as possible. The department shall reserve the right to remove, deny access to and/or block anyone who posts inappropriate material as determined by the department. This material may include but is not limited to:

- **Comments not related to the original topic, including random or unintelligible comments;**
- **Profane, obscene, vulgar or pornographic content and/or language;**
- **Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin; This includes offensive language targeting specific ethnic, religious, or racial groups. Comments or content which includes racism, hatred, slander, threats, obscenity, violence, vulgarity.**
- **Defamatory or personal attacks.**
- **Any type of threat to any person or organization.**
- **Comments in support of, or in opposition to, any political campaigns or ballot measures.**
- **Solicitation of commerce, including but not limited to spam used for the advertising of any business or product for sale.**
- **Conduct in violation of any federal, state or local law.**
- **Any encouragement of illegal activity.**
- **Information that may tend to compromise the safety or security of the public or public systems.**
- **Content that violates a legal ownership interest, such as copyright, of any party.**

- Harassment or content which constitutes and/or facilitates stalking.
- Content which violates the right to privacy.
- Any encouragement of violence.
- Repetitive content.
- Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers.
- Posts or comments that contain any external links.
- Content which contains personal attacks against any member of the public or an employee of the department.
- Content which contains sexual material, overly graphic, disturbing, obscene or offensive material, or material that would otherwise violate the law if published on this site.
- Content which defames, abuses, harasses, stalks, threatens, or violates the legal rights of others.
- Content that contains personal information about another person (including members of this organization) or that violates a person's privacy.
- Content which includes copyrighted material that belongs to another person or organization.
- Links to inappropriate websites.

The department does not allow posting of photos or videos by anyone other than members of the department.

Any comment posted by a member of the public on any Baldwin Park Police Department social media site is the opinion of the commentator or poster only, and publications of a comment does not imply endorsement of, or agreement by the Baldwin Park Police Department, nor do such comments necessarily reflect the opinions or policies of the Baldwin Park Police Department.

When a Baldwin Park Police Department employee responds to a comment, in his/her capacity as a Baldwin Park Police Department employee, the employee's name and title should be made available, and the employee shall not share personal information about himself or herself, or other BPPD or city employees.

Denial of Access

The Baldwin Park Police Department reserves the right to deny access to any Baldwin Park Police Department social media sites to any individual, who violates the Baldwin Park Police Department's social media terms of use, at any time and without prior notice. If you wish to contest the removal or hiding of your content or your denial of access ("banned") from our social media platforms, you may do so by contacting us at 626-960-1955 and requesting to speak to a member of our social media team.

Emergency or Non-Emergency Requests for Police Assistance

The posting of requests for police assistance, regardless if it is of an emergency or non-emergency nature, is discouraged and will not guarantee a response by the Baldwin Park Police Department or any emergency service provider. In case of an emergency, or if police assistance is needed, please dial 911. If you wish to report a crime or information relevant to a crime, please call 626-960-1955. You may remain anonymous if you wish.

In the event you post information related to a crime, you may be placing yourself in a position of becoming a witness and subject to being subpoenaed into court.

Endorsements

“Friending” or “Liking” the Baldwin Park Police Department, or an officer or employee of the Baldwin Park Police Department, does not indicate an endorsement of that person’s actions or comments.

A comment posted by a member of the public on any Baldwin Park Police Department social media site is the opinion of the commentator or participant only, and publication of a comment does not imply endorsement of, or agreement by, the Baldwin Park Police Department, nor do such comments necessarily reflect the opinions, views, mission or policies of the Baldwin Park Police Department.

Facebook's Community of Standards

All comments posted to any Baldwin Park Police Department Facebook site are bound by Facebook’s Community Standards, located at <http://www.facebook.com/communitystandards>, and the Baldwin Park Police Department reserves the right to report any violation of Facebook’s Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

Questions

Should you have any questions in regards to items contained herein this Terms of Use, please contact the Baldwin Park Police Department social media manager at 626-960-1955.