



SAN DIEGO COUNTY SHERIFF'S OFFICE

Social Media in Law Enforcement Agencies

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Media Relations Director







Objectives of this training:

- 1 - Sheriff's Office use of Social Media
- 2 - Dangers of Social Media for Employees
- 3 - Sheriff's Office Policies & Procedures





- What is Social Media?
- How many of you use Social Media?
- Which ones do you use?





How has social media affected society this past year?
What are your thoughts on social media?





Employee and Employer Relationship?



- At previous job, did they have rules about the use of Social Media?
- If so, what were they?



- Instagram
- YouTube
- Vimeo
- X
- Nixle
- Next Door





Public Notification





San Diego Sheriff  12.1K Tweets



SAN DIEGO COUNTY SHERIFF'S DEPARTMENT
Keeping the Peace since 1850 William D. Gore, Sheriff



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San Diego Sheriff 
@SDSheriff

Sheriff Bill Gore - Official San Diego County Sheriff's Department - This is a non-emergency communications tool. In an emergency dial 9-1-1.

📍 9621 Ridgehaven Ct., San Diego sdsheriff.net 📅 Joined September 2009

716 Following 55.5K Followers


[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)

 **Pinned Tweet**

 **San Diego Sheriff**  @SDSheriff · Apr 12

It's [#NationalPublicSafetyTelecommunicationsWeek](#).
When you make that call for help, crucial technology is at work so first responders can talk clearly to each other. [@SDSheriff](#) Wireless Services Division makes that connectivity possible.
[#NationalPublicSafetyTelecommunicatorsWeek](#)



San Diego Sheriff  12.1K Tweets [Follow](#)

 **San Diego Sheriff**  @SDSheriff · 1h

A virtual public hearing for the proposed placement of Sexually Violent Predator Merle Wakefield in Unincorporated El Cajon will be held on May 10. For more info, visit: bit.ly/3uQ9mBs. Process/approval is responsibility of Dept. of State Hospitals & [@SDSuperiorCourt](#).

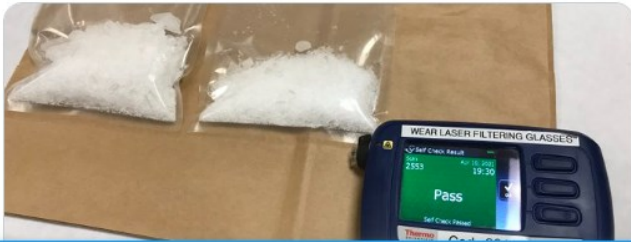


1 7 4

 **San Diego Sheriff Retweeted**

 **Vista Station** @SDSOVista · 5h

Last night, Vista Deputies responded to a call of trespassing on S Santa Fe Ave. Deputies contacted a known gang member who was in possession of approximately 161.19 grams of methamphetamine. The suspect, who was currently on Parole, was booked into the Vista Detention Facility.





Crime Prevention



sdsheriff



sdsheriff Package Safety

The #HolidaySeason is here and so are porch pirates. Don't let your #gifts and online purchases become a steal for someone else. @SDSheriff Deputy Pele is here with #safety tips. #Grinch #PorchPirate #shipping #Sheriff #deputy #SanDiego #Christmas #KeepingYouSafe

20w



boomboxsd619 @ernstagram10



👍👍 @tito_left

20w 3 likes Reply



snowkiwi2013 Thank you for the advise sheriff 🙏



5,582 views

DECEMBER 18, 2020



Add a comment...

Post



Instagram



ASIAN-AMERICAN & Pacific Islander
Heritage
MONTH



“
My family is from Ewa Beach, Oahu.
Growing up in a Polynesian household, I was raised on respect, hard work and a “family-first” mentality. Being a Deputy Sheriff only strengthens those life morals as I get to put them to use on a daily basis. I am the first law enforcement member in my family and I am proud to represent the San Diego County Sheriff's Department.”

- Keeki Cavaco
Deputy Sheriff

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sdsheriff

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2,405 posts

15.6k followers

1,056 following

sdsheriff

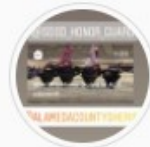
The official Instagram account of the San Diego County Sheriff's Department #sdsheriff

Twitter: @SDSheriff

joinsdsheff.net



JoinSDSher...

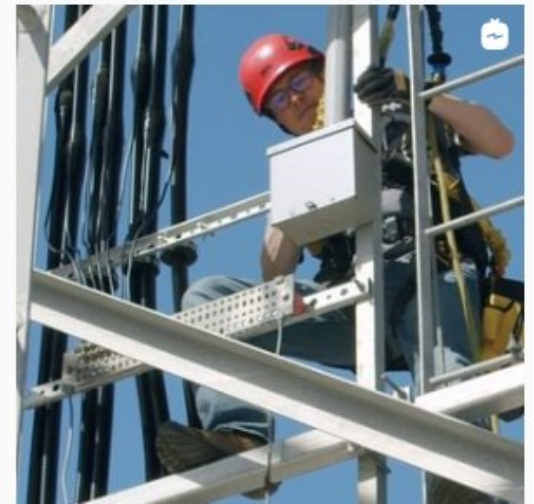
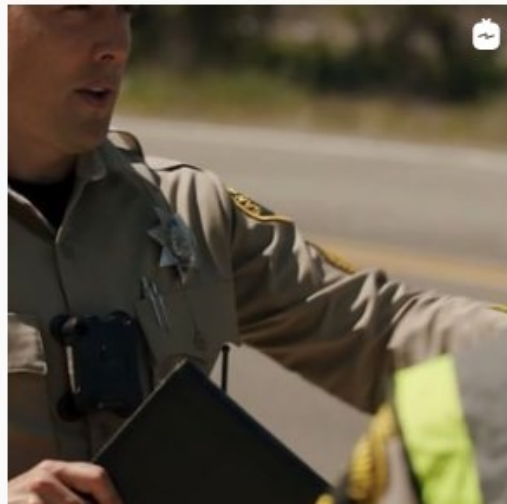


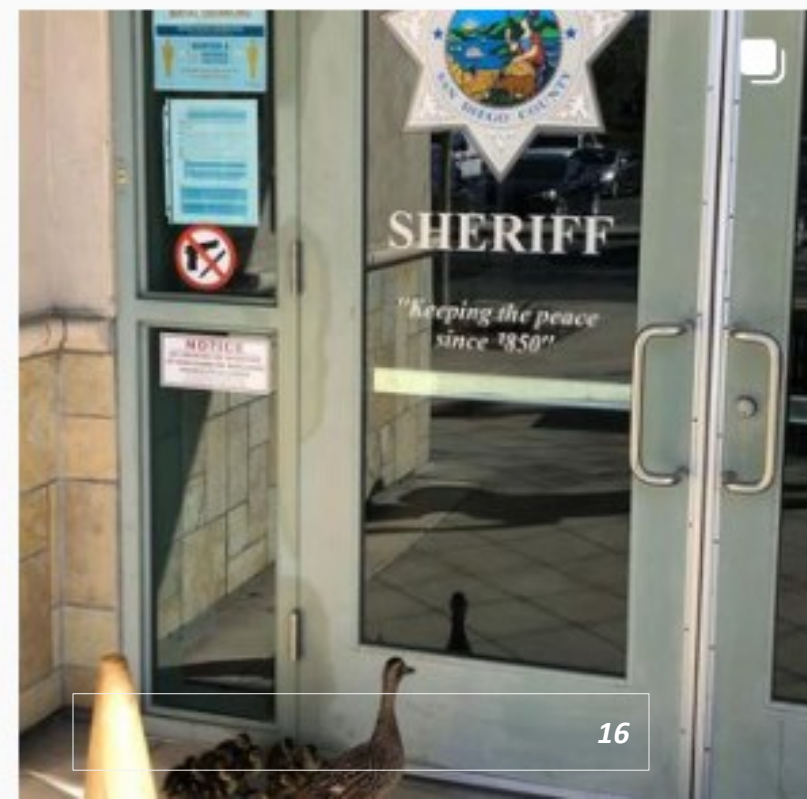
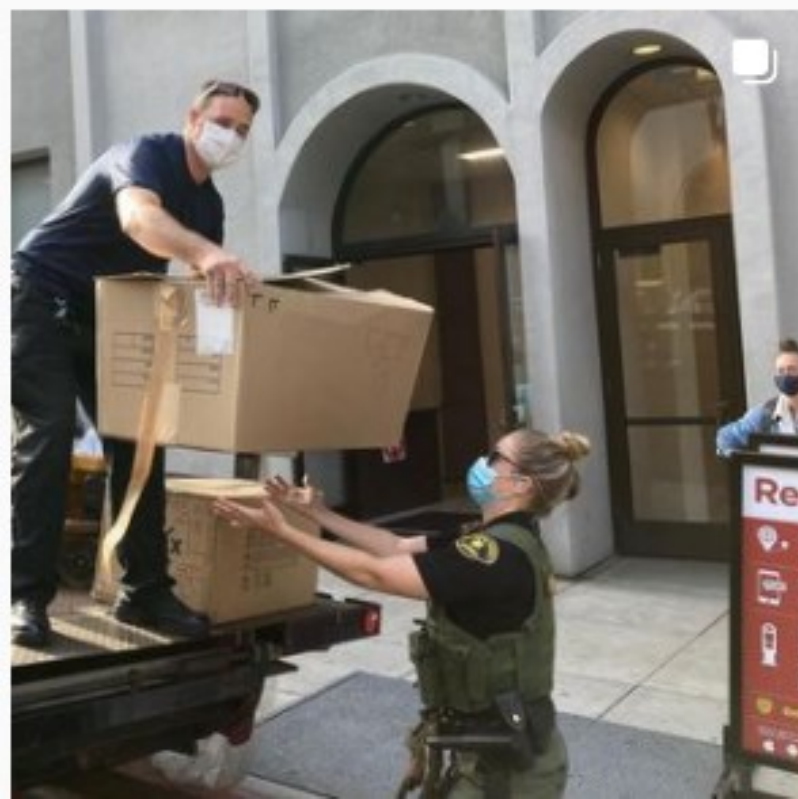
Honor Guard

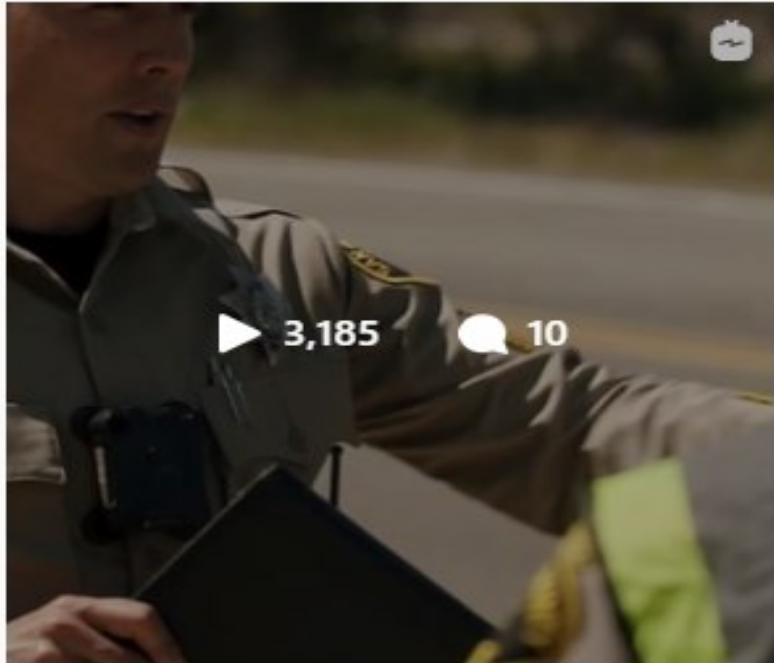
POSTS

IGTV

TAGGED







NATIONAL

SIBLING

DAY





Social Media Used By:

- Investigative Units
- Crime Analysis Unit
- Detectives uses Social Media in investigations and gathering intelligence on major events





- Potential dangers of social media employees
- View a video produced for Law Enforcement Professional



- What just happened and why?
- How can this be prevented?
- Could this happen to a Sheriff's Employee?

Security on Smart Phones



- Turn off Geotagging
- Privacy Settings
- Location Services Off
- Camera – set for “Never”
- Other apps leave on “While Using”



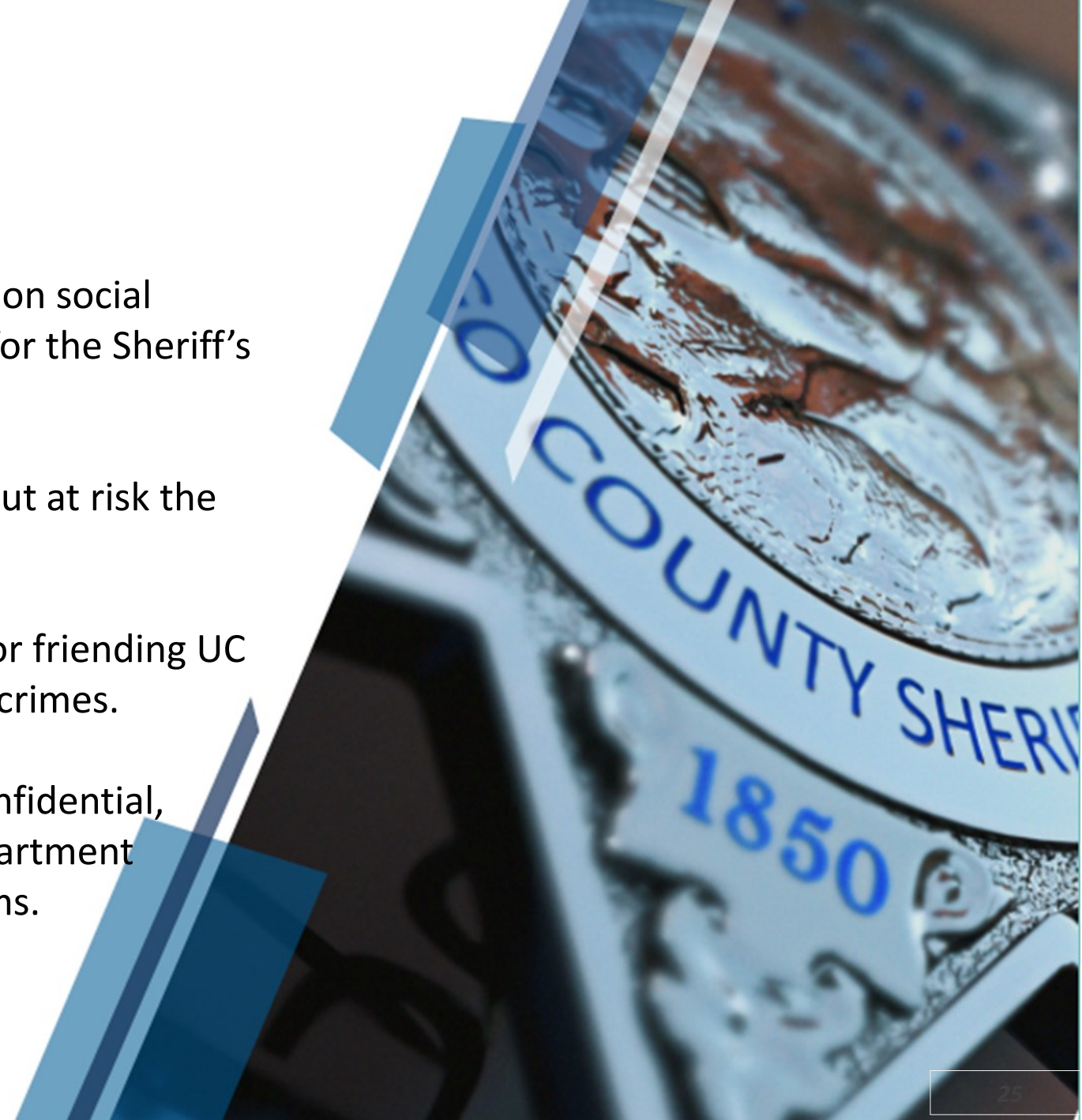
Things to avoid:

No photos of coworkers or deputies on social media that would reveal they work for the Sheriff's Office.

No photos or behaviors that might put at risk the safety of deputies or employees.

No photos of undercover deputies, or friending UC deputies, or witnesses or victims to crimes.

Keep all department information confidential, on or off duty. Including emails, department communications or data base systems.



Sheriff's Social Media Policy

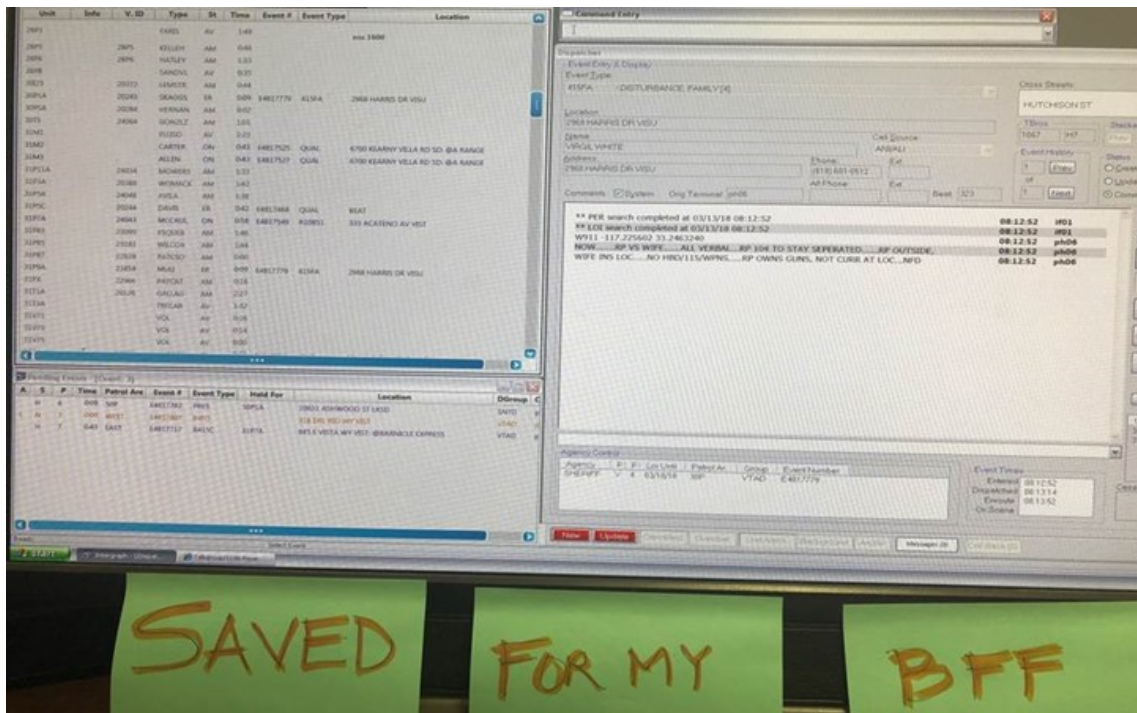


- 7.14-Employees are reminded that comments, photos and other postings to social media reflecting their nexus to the department may have the effect of diminishing the public's trust and confidence in the department. Accordingly, such postings may violate the Sheriff's Rules of Conduct. **Employee's personal use of social media should not be attributable to the County or the Sheriff's Office or to the employee's job function with the department.** Employees shall conduct their social media use in such a manner that a reasonable reader would not think that the employee is speaking for or on behalf of the County or Office unless having been designated as such.

Avoid

- Checking in on Facebook, develops “page”
- Limit joining groups
- Keep privacy codes strong
- Beware of “fake friends”
- Comments/Shares/Posts on Duty

Fired for Sharing on Social Media



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Norfolk 911 dispatcher fired after her Facebook post

Patrick Wilson
Aug 14, 2013



LET'S TALK



ICYMI: TOP STORIES



Contact with the Media At Crime Scenes

- These same rules apply to interacting with on-scene reporters
- Sometime a crime scene or incident can be a chaotic







- If approached by a reporter: “Talk to the Sergeant” or the on-scene supervisor
- Be aware you maybe quoted in the media
- Don't take photos on your personal phones/cameras. Personal device can become evidence.





- Approved use of Social Media by employees
- Taking photos of non-enforcement activities & positive community events





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SAN DIEGO SEARCHERS
H. KEESLING

KIWANIS

SEARCHERS FOR THE ADORABLE

SAR SAR

SEARCHERS FOR THE ADORABLE



Email photos to Sheriff's Media Relations

- Include information on the photo and station
- mediarelations@sdsheriff.org







QUESTIONS

What are your biggest concerns and/or what makes you uncomfortable when dealing with the media?

