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## Social Media Procedure

### 345.1 PURPOSE AND SCOPE

This procedure establishes guidelines for the management, oversight, and use of Union City Police Department sanctioned social media platforms.

This procedure is not meant to address one particular form of social media; rather social media in general as advances in technology will occur and new tools will emerge.

The department endorses the secure use of social media to strengthen relationships, foster communication, and engage with the community.

### 345.2 SOCIAL MEDIA MANAGEMENT

All department social media sites or pages shall be approved by the Police Chief or an authorized designee.

- (a) Where possible, social media pages shall indicate they are maintained by the department and shall have department contact information prominently displayed.
- (b) Where possible, social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the department.
- (c) Pages shall indicate that posted comments will be monitored and that the department reserves the right to remove obscenities, off-topic comments, and personal attacks.
- (d) Social Media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.
  1. The Privacy Act of 1974 includes provisions that protect personally identifiable information of citizens. As a result, we must take precautions not to report information that can be used to uniquely identify, contact, or locate an individual. However, under the California Public Records Act, certain information must be released to the public with regards to arrests in certain crimes.
  2. The Children's Online Privacy Protection Act of 1998 (COPPA), prohibits the collection of individually identifiable information from children under the age of 13. When using a photo of a child for promotional or storytelling opportunities with the department, ask the child's parent for verbal consent. Photos of children during public activities involving the police department are fair use, but it is always acceptable to ask a parent to confirm.

### 345.3 SOCIAL MEDIA USE

Social media can be used for community outreach and engagement by, but not limited to:

- (a) Providing crime prevention tips.
- (b) Offering online reporting opportunities.
- (c) Sharing crime maps and data.

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- (d) Making time- sensitive notifications related to missing or endangered persons, road closures, special events, or weather emergencies and natural disasters.
- (e) Soliciting tips about unsolved crimes (i.e., Tips@unioncity.org, text a tip).

### **345.4 SOCIAL MEDIA PROFILES / BRANDING**

Union City PD can be found on four core platforms for engagement on social media plus two additional platforms for one-way direct communication to residents.

Facebook: @unioncitypd

Twitter: @UnionCityPD\_CA

Instagram: UnionCityPD\_CA

Nextdoor: City of Union City (Shared account with Union City)

Nixle: Union City Police Department, CA

RING: Union City Police Department

On each platform, it is important to create a consistent appearance for continuity.

- (a) Use the same profile picture across all department-specific social media profiles.
- (b) Ensure that we have the same or similar username across all social media platforms. With more than a dozen Union City(s) across the United States, it is important to ensure that our usernames are as similar, or identical, as possible.
- (c) Ensure social media platform profiles are consistent. This information is preferably found in the "About Me" section on any social media platform.

Our badge is one of the primary ways our organization is recognizable to the public for platforms not shared with the City of Union City. Our badge should be used in all of our profile pictures and in any branding of videos or photos pertaining to the department. Our Pink, Gold, and Multi-colored Patch will serve as our profile picture across our channels in the months of April, September, and October.

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[REDACTED]

[REDACTED]

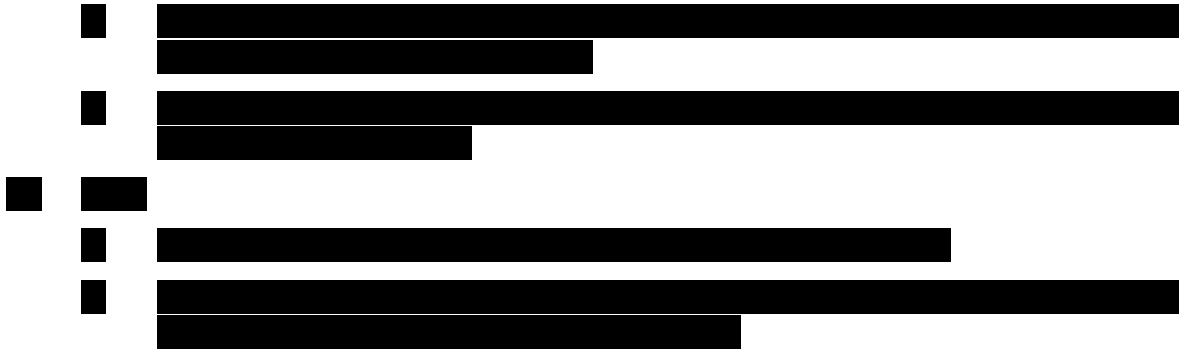
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

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### 345.6 DISSEMINATING PRESS RELEASES ON NIXLE

#### Preparing Items

1. Convert press release from Word to PDF.
2. Save photo to desktop. Open photo in “Paint” to add subject’s name.
3. Open Nixle in Google Chrome (The site works better in chrome).

#### How to Disseminate a Press Release

1. Click on the “Create Message” tab.
2. Click on the “Advisory” tab.
3. Click on the “Message Temple” drop down box and select the “Police Activity” option.
4. Add verbiage in the small narrative box (Example: Police seek community assistance in locating sexual assault suspect).
5. Cut and paste the narrative of the press release in the big narrative box.
6. Select the SMS box and paste the narrative from the small narrative box into the SMS narrative box.
7. Select the Nixle Wire (Main Public Group) in the “Message Recipients” section.
8. Unclick the “Set Message Expiration” box so that the press release does not expire after 24 hours.
9. Click on the Twitter and Facebook boxes at the bottom of the page.
10. Attached the photo and press release by using the “Choose File” tab. (Attach photo first).
11. Click on the “Preview Message” tab to review the Nixle message.
12. Click the “Send Message” tab.
13. Pin the press release to the top of the Department’s Facebook page by clicking on the three dots at the top right corner of the post.

#### How to Disseminate an Update Press Release without Disabling the Original Nixle Message

1. Create a new Nixle message with the updated press release and disseminate it as if it were a new press release. Add the word “Update” before the press release title.

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Note: Creating a new message for an updated press release will prevent the original Nixle message from being disabled. **\*\*This is the preferred way to send out an updated press release\*\***

### **How to Disseminate an Update Press Release While Disabling the Original Nixle Message**

1. Locate the original Nixle message in the “Sent Message” tab. Click on the “Update Web Message” tab.
2. Update the original Nixle message with the information from the updated press release.
3. Click on the Twitter and Facebook boxes at the bottom of the page.
4. Attach the photo and the updated press release by using the “Choose File” tab. (Attach photo first).
5. Click on the “Preview Message” tab to review the Nixle message.
6. Click the “Send Message” tab.
7. Pin the press release to the top of the Department’s Facebook page by clicking on the three dots at the top right corner of the post.

### **How to Cancel Press Release**

1. Locate the original Nixle message in the “Sent Message” tab.
2. Click on the “Edit Message” tab.
3. Update the narrative in the web headline, web message, and instruction narrative boxes.
4. Click on the Web Message Expiration box and provide an expiration date if needed.

### **345.7 REVISIONS**

Adopted: February 10, 2021

Revised: May 25, 2021

Revised: September 7, 2021

Revised: December 15, 2021