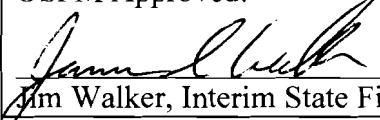
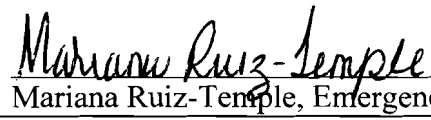
	<p align="center">OFFICE OF STATE FIRE MARSHAL</p> <p align="center"><i>EMERGENCY RESPONSE SECTION</i></p> <p align="center">STANDARD OPERATING GUIDELINES</p>	<p>Number: SOG-E-0005 Adoption Date: June 20, 2011 Author: Mariah Spradlin-Crater Review/Revision Date:</p>
<p>OSFM Approved:</p> <p> Date <u>6/20/11</u> Jim Walker, Interim State Fire Marshal</p>		<p> Date <u>6/20/11</u> Mariana Ruiz-Temple, Emergency Response Mgr</p>
<p>SUBJECT: Personal use of social media by Emergency Response Section (ERS) staff and team members</p> <p>OBJECTIVE: To provide guidance in making appropriate decisions about social media use as it relates to ERS involvement</p>		

I. SCOPE

This guideline shall apply to all team members, pool members and trainees of the Regional Hazardous Materials Teams, Incident Management Teams and Urban Search and Rescue Task Forces as well as ERS staff and any members of the fire service deployed by the Office of State Fire Marshal (OSFM).

II. GENERAL

OSFM respects the right of employees and team members to use social media forums for self-publishing and self expression on personal time. However, online activities that affect your job performance, the performance of others or OSFM programs are an appropriate focus for an SOG. The following section provides an overview of what is and is not acceptable content.

III. PROCEDURE

1. Minimize the chances of damaging your or OSFM's credibility. When you indicate your involvement with OSFM or an ERS program, you will be seen as a representative. Refrain from posting comments that are defamatory, offensive, malicious, threatening, or illegal to protect the privacy, confidentiality and interests of the OSFM and our current and potential services, employees and programs.
2. You may post photographs or video of yourself at an incident in a respectful and professional manner only. Before posting images of colleagues ensure you have permission to share the photos online. You may not post photographs or video of a confidential nature. You may not post any content with the malicious intent to defame ERS programs or staff or undermine the ERS missions.

3. You may not use the team or OSFM logos, unless specifically authorized to do so.
4. Assume that your posts will be seen and read by OSFM staff, team members and governing agencies. Never write anything you wouldn't say out loud to all parties involved.
5. Ensure that your social networking conduct is consistent with all policies contained in your fire department's SOGs.
6. Recognize that you are legally liable for anything you write or present online.
7. Should you question the acceptability of anything you are considering posting, seek guidance or approval from the ERS Program Manager.
8. Any content discovered online which does not follow the above guidelines will be dealt with by the ERS Program Manager as well as your department.