



MILWAUKEE POLICE DEPARTMENT

STANDARD OPERATING PROCEDURE

685 – SOCIAL NETWORKING SITES (SNS) AND DEPARTMENT IMAGES

GENERAL ORDER: 2021-XX
ISSUED: November 15, 2021

EFFECTIVE: November 15, 2021

REVIEWED/APPROVED BY:
Inspector Shunta Boston-Smith
DATE: September 15, 2021

ACTION: Amends General Order 2017-30 (May 25, 2017)

WILEAG STANDARD(S): NONE

ROLL CALL VERSION

**Contains only changes to current policy.
For complete version of SOP, see SharePoint.**

685.00 PURPOSE

The Milwaukee Police Department endorses the secure use of social networking sites to enhance communication. This policy establishes the department's position on the management and use of social networking sites and provides guidance on its administration and oversight. This policy is not meant to address one particular form of social networking sites; rather social networking sites in general. This policy also establishes the department's position and management on the use of the department logo and images by members of the department.

685.10 DEFINITIONS

A. DEPARTMENT IMAGES

A visual representation or likeness that includes, but is not limited to, the following: department buildings, equipment, personnel, or property.

B. SOCIAL NETWORKING SITES (SNS)

A category of internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites (such as Facebook, LinkedIn), microblogging sites (Twitter, Nixle), photo and video-sharing sites (Flickr, YouTube), wikis (Wikipedia), blogs, and news sites (Digg, Reddit).

685.15 USE OF SOCIAL NETWORKING SITES

A. PRECAUTIONS AND PROHIBITIONS

Department personnel shall abide by the following when using social networking sites.

- Members shall not represent themselves as a member of the department on your personal website or SNSs in any manner which brings or is likely to bring discredit upon the department. Any such conduct may be investigated in order to establish whether or not a breach of the MPD Code of Conduct has occurred. Any member

who references the department in his or her private SNS use shall make clear that the views expressed are the employee's private views and not those of the department.

Note: A captain of police, or higher ranking member, may direct a member to immediately remove any posts or content from their personal website or SNS if it brings or is likely to bring discredit upon the department prior to an investigation being concluded.

685.25 DEPARTMENT-SANCTIONED USE OF MERCHANDISE AND CHALLENGE COINS

Members shall not utilize any Milwaukee Police Department images or logos including the MPD badge, MPD patch, or MPD unit specific logos on any non-department authorized challenge coins, merchandise, or items (e.g., t-shirts, coffee cups) without the approval of the Chief of Police, or his/her designee.

1. Members shall request approval by submitting a *Department Memorandum* (form PM-9E) through the chain of command. Members shall include an image containing the final product design that includes the Milwaukee Police Department image or logo with their *Department Memorandum*.
2. Challenge coins, merchandise, or items that are approved shall not be purchased through the department's operating budget without the approval of the Chief of Police, or designee.

A handwritten signature in black ink, appearing to read 'JBA' with a stylized flourish extending to the right.

JEFFREY B. NORMAN
ACTING CHIEF OF POLICE