



DELAWARE STATE POLICE

Delaware State Police (DSP) Social Media Rules of Engagement

Purpose

The Delaware State Police (DSP) utilizes social media to enhance communication, collaboration, and information exchange. Our social media platforms streamline processes and foster productivity. This policy guides the management, administration, and oversight of DSP's social media pages, ensuring they serve our community outreach, problem-solving, investigative, crime prevention, and related objectives.

Policy

Social media is a valuable tool for the DSP to assist in community engagement and achieving our mission. This policy outlines the appropriate use of our social media platforms, addressing all forms of social media as technology evolves and new tools emerge.

Definitions

- **Blog:** A self-published diary or commentary on a particular topic, allowing visitors to post responses, reactions, or comments.
- **Page:** A specific portion of a social media website where content is displayed and managed by individuals with administrator rights.
- **PIO Director:** The Director of Public Information for the Delaware State Police.
- **Post:** Content shared on a social media site or the act of publishing content on a site.
- **Profile:** Information provided by a user about themselves on a social media website.
- **Social Media Website:** Internet-based resources integrating user-generated content and participation, including social networking sites (e.g., Facebook, Instagram), microblogging sites (e.g., Twitter, Nixie), photo- and video-sharing sites (e.g., Snapchat, TikTok, YouTube), wikis (e.g., Wikipedia), blogs, and news sites (e.g., Digg, Reddit).
- **Social Networks:** Online platforms for creating profiles, sharing information, and socializing using various technologies.

Use of Social Media Strategy

1. **Purpose and Scope:** Each DSP social media page will include an introductory statement specifying the purpose and scope of the agency's presence on the website.
2. **Content Moderation:** DSP moderates third-party content and reserves the right to restrict or remove comments that contain inappropriate content such as:
 - Threatening, discriminatory, obscene, sexually explicit, hateful, or profane material.
 - Offensive terms targeting protected classes.
 - Encouragement of violent or illegal activity.
 - Off-topic comments.
 - Information compromising individual or public safety.
 - Advertisements or solicitations.
 - Repetitive posts, copied and pasted or automated.
 - Promotion of political campaigns or candidates.
 - Personal information (e.g., identification numbers, phone numbers, emails).
 - Links to other websites.
 - Sexually explicit material.
 - Depictions of reckless or irresponsible behavior, including racist or ethnically derogatory content.

Procedures

1. **Approval and Administration:** All DSP social media pages must be approved by the PIO Director or the Superintendent of the Delaware State Police. Only the PIO Director, or their designee, may administer these pages.
2. **Identification:** DSP social media pages will indicate they are maintained by DSP, prominently display DSP contact information, and contain a link to DSP's official website.
3. **Opinions Disclaimer:** DSP social media platforms will clarify that opinions expressed by commentators or any third party do not reflect DSP's opinions.
4. **Viewpoint Neutrality:** DSP will never censor content based solely on the viewpoint of the commentator.

By adhering to these rules of engagement, DSP aims to maintain a respectful, informative, and safe online environment for all users.