



CALIFORNIA ASSOCIATION OF CRIMINALISTS

POLICY STATEMENT

Number: 19-001

Title: Social Media Specialist and CAC Social Media Policy

Date Approved: March 4, 2019

Purpose of this Policy Statement:

To clarify the role of the Publications Committee, the Social Media Specialist and governance over all CAC social media accounts and content. To provide guidance to CAC members regarding recommended practices for professional social media communication.

Detailed Policy:

1. Introduction and Purpose

Social media technology can serve as a means of interacting and marketing online to build social relations with other people who have similar personal or career interests, activities, backgrounds, or real-life connections. It can enhance education, communication, and learning, as well as provide educational and professional benefits.

The CAC is committed to ensuring that all those who utilize social media technology for professional purposes do so in a safe and responsible manner. We strive to create professional social media environments that mirror the achievements of our peers.

These Social Media Guidelines ("Guidelines") provide guidance regarding recommended practices for professional social media communication between members of the CAC, as well as social media communication between CAC members, potential members, and/ or public.

2. Definition of Social Media

- I. Social media is defined as any form of online publication that allows interactive communication, including, but not limited to, social networks, blogs, Internet websites, Internet forums, video sites, photo-sharing and multimedia websites, review sites, wikis, and any other sites where text or other content can be posted. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, Instagram, LinkedIn, Yelp, Pinterest, Snapchat, and Reddit.
- II. Professional social media is a work-related social media activity that is focused solely on interactions and relationships of a business nature rather than including personal, nonbusiness interactions.

3. Role of Social Media Specialist

- I. Create social media sites for the CAC to foster community between the organization and the CAC members.



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- a. When establishing professional social media sites, the Social Media Specialist and CAC Publications Committee shall consider the intended audience for the site and consider the level of privacy assigned to the site, specifically, whether the site should be a private network (for example, it is limited to only CAC members) or a public network (for example, anyone within the forensics field or law enforcement agency).
- II. Post CAC content, related to but not limited to organizational events, such as seminars and study groups, CAC related announcements, job opportunities, and vendor advertisements. If the Social Media Specialist posts content that is not related to CAC or does not otherwise comply with this Policy Statement and Guidelines, the content will be deemed to have been posted in the Social Media Specialist's individual capacity and not on behalf of CAC; as such, the Social Media Specialist will be solely and personally responsible for such content.
- III. Monitor and maintain the social media sites to ensure that all content adheres to the CAC purpose, CAC Bylaws, and Code of Ethics.
- IV. Log all reported non-compliant communications and violations that are brought to the Social Media Specialist and/or the CAC Board's attention.
- V. Communicate with CAC members and public regarding any CAC social media site inquiries including complaints, advertisements, and postings.

4. Applicability

These Guidelines apply to all CAC members. CAC members who work with other members and communicate with them through professional social media sites should follow these guidelines:

5. Guidelines for CAC Professional Social Media Use

I. Maintaining Separate Professional and Personal E-mail Accounts: CAC members who engage in professional social media activities should maintain separate professional and personal e-mail addresses. It is recommended that CAC members avoid using their personal e-mail address for professional social media activities, but rather, use a professional e-mail address that is completely separate from any personal social media they maintain.

II. Communication with CAC members: Professional social media sites that are work-based should be designed to address reasonable, professional, technical, instructional or educational matters.

III. Responsibility for Use of Social Media: Each CAC member is solely and personally responsible for what he or she publishes on social media platforms, whether hosted internally or otherwise accessible to the public.



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IV. Guidance for CAC members posting to official CAC social media sites:

- a. CAC members should treat professional social media space and communication like a professional workplace. The same standards expected in CAC professional settings are expected on professional social media sites. Integrity is our most important commodity: Avoid writing or posting anything that would conflict or violate the CAC Code of Ethics or CAC Bylaws as a CAC member and/or compromise your ability to do your job. Assume that your professional life and your personal life will merge online regardless of your care in separating them. Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, exchange or receive on a social media site is public.
- b. CAC members should exercise caution, sound judgment, and common sense when using professional social media sites.
- c. CAC members should use privacy settings to control access to their professional social media sites with the objective that professional social media communications only reach the intended audience. However, CAC members should be aware that there are limitations to privacy settings. Private communication published on the Internet can easily become public. Furthermore, social media sites can change their current default privacy settings and other functions. As a result, each CAC member has a responsibility to understand the rules of the social media site being utilized.
- d. Professional social media communication must be in compliance with existing CAC policies and applicable bylaws, including, but not limited to, prohibitions on the disclosure of confidential information and prohibitions on the use of harassing, obscene, discriminatory, defamatory or threatening language.
- e. When using professional social media sites, CAC members must comply with the terms and conditions, policies and guidelines of such social media sites.
- f. CAC members should never represent themselves as a spokesperson for CAC. CAC members should be clear and open about the fact that he or she is a member of CAC. Include a disclaimer such as, "The postings on this site are my own and do not necessarily reflect the views of CAC."
- g. No personally identifiable member information may be posted by CAC members on professional social media sites that are open to the public. If images of members are to be linked/ "tagged" to CAC member professional or personal user account/ ID info online there must be consent given by the member.



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- h. CAC members who participate in professional social media sites may not be permitted to link/ "tag" a CAC member's professional or personal user account/ ID info online in photographs or videos featuring other members without the approval of the member or CAC administrator responsible for the site.
- i. It is not recommended that CAC members post photos of other CAC members on professional social media sites without prior permission of the photographed member. Exemptions include attendance of CAC seminars and CAC study groups which are held in public spaces where the CAC Publications committee photographer is present.

6. Monitoring of Social Media Sites and Content

- I. The Social Media Specialist or Publications Committee designee are responsible for monitoring and providing feedback regarding the CAC professional social media sites. The monitoring responsibilities include reviewing the professional social media sites on a regular basis. If any CAC member discovers questionable communications or behavior on professional social media sites, they are required to contact the Social Media Specialist for assistance. If they are notified of questionable communications or behavior on the CAC social media sites, the Social Media Specialist may remove the material or contact the CAC board.
- II. **Responsibilities of the Social Media Specialist:**
 - a. To assist in monitoring, as a recommended practice to the extent possible, the Social Media Specialist should examine the default settings for comments on professional social media sites and in general, use more restrictive custom settings. The Social Media Specialist creating the site should adjust settings to more public settings as dictated by need. If the default setting for comments is turned on, allowing any user to post a comment without review, the comments on the site should be monitored regularly.
 - b. The Social Media Specialist should maintain a detailed log of all reported non-compliant communications as well as any violations that are otherwise brought to the CAC Board's attention. Such reports of non-compliant communications should be immediately shared with the CAC member so that the CAC member may take corrective action, if necessary.
- III. CAC members using professional social media have no expectation of privacy with regard to their use of such media. The Social Media Specialist, the Publications Committee, or the CAC Board designee will regularly monitor professional social media sites to protect the CAC members.



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- IV. The Social Media Specialist and the CAC board members reserve the right to remove postings and/or disable a page of professional social media sites that do not reasonably align with these Guidelines.

7. Press Inquiries

Using social media sites means that you (and the content you exchange) are subject to that respective social media sites' terms of service. This can have legal implications, including the possibility that your interactions could be subject to a third-party subpoena. The social media network has access to and control over everything you have disclosed to or on that site. For instance, any information might be turned over to the CAC Board for ethical hearings and/or law enforcement without your consent or even your knowledge.

Any press inquiries received via professional social media sites should be referred to the CAC Social Media Specialist : socialmedia@cacnews.org

8. Content Updates

This document is meant to provide general guidance and the CAC cannot cover every potential social media situation. As these Guidelines address rapidly changing technology, the CAC will regularly revisit these Guidelines and will update them as needed.

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