

	<b>Lower Providence Emergency Medical Service Standard Operating Guidelines</b>	
	<b>Subject:</b> Administration- Social Media	<b>SOG #100-010</b>
	<b>Approved:</b> Chief Christopher J. Reynolds	<b>Initiated:</b> June 2023  <b>Revised:</b> N/A

**Description:** The intent of this SOG is to protect the privacy of LPEMS members, the residents that we serve, and the organization. This SOG applies to online posting that would be completely open for the public to see and/or reply to. This is to include but not be limited to: blogs, news articles, Social Media comment sections (i.e... Facebook, Myspace, etc.), LPEMS Webpage, etc.

**Procedure:** The following are guidelines that shall be followed by all officers and members when acting on behalf of LPEMS or posting on forms or pages while representing yourself as a member of LPEMS:

1. Post shall not disclose any information that is confidential in nature; posts shall not violate the confidentiality of any person, vendor, or fellow member. All posted information shall comply with HIPAA standards.
2. The LPEMS Logo/Patch shall not be permitted in personal online postings.
  - a. Usage of the LPEMS Logo/Patch on the Official LPEMS Website & Social Media Platforms is only permitted with permission of the Chief, Executive Director, and Board of Directors.
3. The Official LPEMS Website and Social Media platforms shall not include any photos of any vehicle, resident, or emergency scene where a fatality has occurred.
4. Members have the right to post on their personal pages, photographs, and videos of emergency scenes, however only photographs that are taken at a vantage point that the public would have been capable of taking themselves are permitted.
  - a. Photographs or videos taken within the scene limits not immediately visible may potentially be allowed with permission of the Chief.
  - b. Photographs and videos taken on personal devices are the sole property of the member.
  - c. Photographs and/or videos taken on any LPEMS owned device are the sole property of LPEMS and shall not be shared or deleted except by the Chief, Executive Director, or their designee.
5. At no time shall a photograph or video be posted that shows the license plate of any vehicle.
6. At no time shall a photograph or video be posted that shows the face of any patient or occupant of any vehicle or residence involved in an emergency incident.
7. No photograph or video may be posted of any person under the age of 18.
  - a. Members under the age of 18 must have written parental permission for photographs or videos to appear on the Official LPEMS Website or Social Media Platform.