

Tracy Rubino

From: Carol McMenamy <cmcmenamy@brielleboro.com>
Sent: Thursday, August 02, 2018 11:28 AM
To: Tracy Rubino
Subject: FW: OPRA request - Facebook Policies and Procedures

-----Original Message-----

From: Time to Change- Jersey Style <opra+request-2270-683ad758@requests.opramachine.com>
Sent: Thursday, August 2, 2018 11:25 AM
To: Carol McMenamy <cmcmenamy@brielleboro.com>
Subject: OPRA request - Facebook Policies and Procedures

Dear Brielle Borough,

This is a request for public records made under OPRA and the common law right of access. Please acknowledge receipt of this message.

Records requested:

- ✓ 1. A copy of policies and/or procedures regulating the Brielle Police Department's public facebook page, any and all Brielle Police Department's policies regarding the maintenance and/or content retention of township maintained social media forums. *Attached*
2. List(s) of names of people who are/were hidden, blocked, banned from the Brielle Police Department's public facebook page. *None exist*
3. List(s) of any deleted, hidden, blocked, banned comments and/or reviews that were on the Brielle Police Department's Office's public facebook page for the time period of 1-1-2018 to 8-2-2018. *None exist*
4. List(s) of the authors' names of any deleted, hidden, blocked, banned comments and/or reviews that were on the Brielle Police Department's public facebook page for the time period of 1-1-2018 to 8-2-2018. *None exist*
- ✓ 5. Copies of all messages and author's names sent via the Brielle Police Department's facebook messenger and responses for the time period of 1-1-2018 to 8-2-2018.
6. Name and rank and/or position title of the Brielle Police Department employee(s) responsible for maintaining any and all Brielle Police Department's social media forums. *Lt. Gary Olsen, Chief Michael Palmer, and Tracy Rubino, Assistant to Chief of Police*
7. Any emails sent to/from the employee(s) in question regarding the deleting/removing of content, or the limiting of access to content on any and all social media forums for the time period of 1-1-2018 to 8-2-2018. *None exist*

Yours faithfully,

Time to Change- Jersey Style

Please use this email address for all replies to this request:

 opra+request-2270-683ad758@requests.opramachine.com

Is townhall@brielleboro.com the wrong address for OPRA requests to Brielle Borough? If so, please contact us using this form:

https://opramachine.com/change_request/new?body=brielle_borough

Disclaimer: This message and any reply that you make will be published on the internet. Our privacy and copyright policies:

<https://opramachine.com/help/officers>

View this OPRA request & responses online:

https://opramachine.com/request/facebook_policies_and_procedures_48

Please note that in some cases publication of requests and responses will be delayed.

If you find this service useful as an FOI officer, please ask your web manager to link to us from your organisation's FOI page.

**BRIELLE
POLICE DEPARTMENT
STANDARD OPERATING PROCEDURE**



ELECTRONIC SOCIAL NETWORKING

BY THE ORDER OF:

Chief Michael W. Palmer

OF PAGES:

8

EFFECTIVE DATE: June 10, 2015

ACCREDITATION STANDARDS: N/A

PURPOSE The purpose of this standard operating procedure is to provide guidance to the employees of the Borough of Brielle Police Department concerning their personal web pages, websites, and other electronic social networking sites. A further purpose is to regulate this department's procedures concerning its social media/networking site(s).

POLICY While employees have a right to maintain personal web pages and websites, their status as members of the Borough of Brielle Police Department requires that the content of those web pages and websites are not in violation of existing agency rules, regulations, policies, procedures, SOPs or create a potential conflict of interest. The Chief of Police reserves the right to restrict an employee's involvement in electronic social networking sites for the good of the agency.

It is further the policy of the Brielle Police Department to utilize electronic social media to advise the public on matters of concern, foster community outreach efforts, investigate crimes, and to provide a mechanism for citizen feedback while safeguarding the Brielle Police Department's professionalism.

PROCEDURES

I. GENERAL

A. Definitions:

1. Avatar – A computer user's representation of himself/herself, or an alter ego.
2. Blog – A series of electronic entries, diary or commentary, written by one or more persons in an on-line journal that may permit visitors to post responses, reactions or comments. The term is an abbreviated version of 'web-log'.
3. Comments – Responses to a blog post, news article, social media entry or other social networking post.
4. Commenting – The act of creating and posting a response to a blog post, news article, social media entry or other social networking post. Commenting can also entail the act of posting an original composition to an unrelated post or article.
5. Forum – An online discussion site.
6. Brielle police personnel – Includes all sworn and non-sworn personnel.
7. Identity – An online identity, Internet identity or Internet persona that a social networking user establishes. This can be a real name, an alias, a pseudonym or a creative description.
8. Mobile social networking – Social networking using a mobile phone or other cellular based device.
9. Page – The specific portion of a social media website where content is displayed, and managed by an individual or individuals with administrator rights.
10. Post – The content a person shares on a social media site or blog; an entry to any type of computerized bulletin board; the act of publishing content on a social media site.
11. Posting – The act of creating, uploading, editing or adding to any social media outlet. This includes text, photographs, audio, video or any other multimedia file.
12. Profile – Information that a user provides about himself or herself on a social networking site.
13. Social media – A category of Internet-based resources that integrate user-generated content that allow people to communicate, share information, share photos, share videos, share audio and exchange text and other multimedia files with others via some form of online or cellular network platform. This includes, but is not limited to, social networking sites (Facebook®, MySpace®), micro-blogging sites (Twitter®), photo- and video-sharing sites (Flickr®, YouTube®), wikis (Wikipedia®), blogs, and news sites (Digg®, Reddit®).

14. Social networks – Online platforms where users can create profiles, share information, and socialize with others using a range of technologies.
 15. Speech – Expression or communication of thoughts or opinions in spoken words, in writing, by expressive conduct, symbolism, photographs, videotape, or related forms of communication.
 16. Web 2.0 – The second generation of the World Wide Web focused on shareable, user-generated content, rather than static web pages. Some use this term interchangeably with social media.
 17. Wiki – Web page(s) that can be edited collaboratively. Post: an item inserted to a blog or an entry to any type of computerized bulletin board or forum.
- B. There are no reasonable expectations of privacy while engaging in social media efforts. All social media is subject to public view and comment, criminal defense and prosecutorial review, and review by this agency.
 - C. Conduct both on and off duty is subject to the rules and regulations of this agency. Any electronic social networking activity that brings discredit to the Borough of Brielle Police Department and/or of an employee's status as an employee of this agency is prohibited.
 - D. Employees shall not express personal opinion as official agency policy or position.
 - E. Employees shall not display or post any image or comment involving a reference concerning any form of bias, hatred, or derogatory comments about any protected class of persons.
 - F. Except while in the course of official law enforcement business (e.g., intelligence gathering, criminal investigation, homeland security, etc.), employees shall not assume the identity of another or an identity that could be assumed to be a factual (e.g., alias, penname, avatar, etc.) while posting any comments.

II. DEPARTMENTAL USE OF SOCIAL MEDIA

- A. Sanctioned Presence
 1. Determine strategy
 - a. Where possible, each social media page shall include an introductory statement that clearly specifies the purpose and scope of the agency's presence on the website.
 - b. Where possible, the page(s) should link to the Brielle Police Department's official website.
 - c. Social media page(s) shall be designed for targeted Borough residents such as youth or potential police recruits.
 2. Procedures

- a. All Brielle Police Department social media sites or pages shall be approved by the Chief of Police or his/her designee and shall be administered by the Chief's designee.
- b. Where possible, social media pages shall clearly indicate they are maintained by the Brielle Police Department and shall have Brielle Police Department contact information prominently displayed.
- c. Social media content shall adhere to applicable laws, regulations, and policies, including all information technology and records management policies.
- d. Where possible, social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the Brielle Police Department.
- e. Pages shall clearly indicate that posted comments will be monitored and that the Brielle Police Department reserves the right to remove obscenities, off-topic comments, personal attacks, and any posts that may identify juvenile offenders, endanger victims, or jeopardize an active investigation.

3. Sanctioned Use

- a. Brielle Police Department personnel representing the Brielle Police Department via social media outlets shall:
 - 1) Except where officially sanctioned by the Chief of Police (department managed sites), identify themselves as a member of the Brielle Police Department and shall adhere to all existing federal, state, and local laws policies, standards of conduct, and procedures of the Borough of Brielle and the Brielle Police Department, laws regarding public information on arrests, investigations, and personnel data, and shall observe conventionally accepted protocols and proper decorum.
 - 2) Under no circumstances, make statements about the guilt or innocence of any suspect or arrestee, or comments concerning pending prosecutions.
 - 3) Not post, transmit, or otherwise disseminate confidential information, including photographs or videos, related to Brielle Police Department training, activities, or work-related assignments without the permission of the Chief of Police or his/her designee.
 - 4) Not conduct political activities or private business.
 - 5) Not endorse any product or service without the prior written permission of the Chief of Police or his/her designee.

- b. The Chief of Police shall designate personnel to manage the department's social media. The designee is authorized to access such media from personally owned devices.
- c. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

III. PERSONAL USE

- A. Barring state law or binding employment contracts to the contrary, Brielle Police Department personnel shall abide by the following when using social media while off duty and using privately owned property.
 - 1. Brielle Police Department personnel are free to express themselves as private citizens on social media sites to the degree that their speech does not impair any working relationships within the Brielle Police Department for which loyalty and confidentiality are important, impede the performance of duties, impair discipline and harmony among coworkers or negatively affect the public perception of the Brielle Police Department.
 - 2. As public employees, Brielle Police Department personnel are cautioned that speech, dealing in matters of public concern, on or off-duty, made pursuant to their official duties, that is, that owes its existence to the employee's professional duties and responsibilities, is not protected speech under the First Amendment and may form the basis for discipline if deemed detrimental to the Brielle Police Department. Brielle Police Department personnel should assume that their speech and related activity on social media sites will reflect upon their office and the Brielle Police Department.
 - 3. Officers are prohibited from using Brielle Police Department computers or cell phones / MDC's or any other devices for any unauthorized purpose, including participation in social media or social networking.
 - 4. This prohibition shall include the use of departmental computers for bidding, buying and / or selling of personal items on such sites as E-Bay or similar activities that shall instead be conducted on an employee's personal computer.
 - 5. Officers are prohibited from updating / posting to any social media or social networking platform from a department-owned device while on duty, unless written permission is granted for investigative or public information purposes.
 - 6. Brielle Police Department personnel shall not post any information concerning their employment with the Brielle Police Department that would be deemed inappropriate, offensive, or in violation of any rule, regulation or SOP of the Brielle Police Department, nor shall they post information pertaining to any other member of the Brielle Police Department without that employee's permission. As such, Brielle Police Department personnel shall not:
 - a. Post personal photographs or provide similar means of personal recognition that would cause them to be identified as a police officer of the Brielle Police Department that would be deemed inappropriate, offensive, or in violation of any rule, regulation or SOP of the Brielle

Police Department. Some exceptions to this shall be the announcements of appointment, promotions, honors, graduations, retirements, or other such professional recognitions.

- b. Post false or improper personal or professional information (e.g., college degree when one was not earned, training certification when one was not earned, etc.)
- c. Unless granted explicit permission, employees of the Brielle Police Department are prohibited from posting any of the following on any social networking platform, either on their own sites, the sites of others known to them, the sites of others unknown to them, news media pages, or other information exchange forums:
 - 1) Any text, photograph, audio, video, or any other multimedia file related to any investigation (criminal, quasi-criminal, or administrative), both current and past, of the Brielle Police Department.
 - 2) Any text, photograph, audio, video, or any other multimedia file related to any past or current action of the Brielle Police Department, either in homage or critique.
 - 3) Logos, badges, seals, uniforms, vehicles, equipment or any item or symbol that is affiliated with the Brielle Police in an inappropriate or offensive manner or in a way that is in violation of any rule or regulation or SOP of the Brielle Police Department.
 - 4) Any item, symbol, wording, number, likeness or material that is identifiable to the Brielle Police Department in an inappropriate or offensive manner or in a way that is in violation of any rule or regulation or SOP of the Brielle Police Department.
 - 5) Any text, photograph, audio, video, or any other multimedia file that is related to any occurrence within the Brielle Police in an inappropriate or offensive manner or in a way that is in violation of any rule or regulation or SOP of the Brielle Police Department.
 - 6) Weaponry, owned by this department and/or owned personally or privately, shall not be displayed or referenced to, in any multimedia format, on social media or social networking sites if such displays or depictions promote or glorify violence.
 - 7) Any text, photograph, audio, video or any other multimedia file included on a social media or social networking site that infers, implies, states, opines or otherwise expresses the officer's views on the public shall not be detrimental to the department's mission, nor shall it in any way undermine the public's trust or confidence in this department.

7. When using social media, Brielle Police Department personnel should be mindful that their speech becomes part of the worldwide electronic domain. Therefore, adherence to the Brielle Police Department's code of conduct is required in the personal use of social media. In particular, Brielle Police Department personnel are prohibited from the following:
 - a. Speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, or any protected class of individuals.
 - b. Speech involving themselves or other Brielle Police Department personnel reflecting behavior that would reasonably be considered reckless or irresponsible.
 8. Engaging in prohibited speech noted herein may provide grounds for undermining or impeaching an officer's testimony in criminal proceedings. Brielle Police Department personnel thus sanctioned are subject to discipline up to and including termination of office.
 9. Brielle Police Department personnel may not divulge information gained by reason of their authority; make any statements, speeches, appearances, and endorsements; or publish materials that could reasonably be considered to represent the views or positions of this Brielle Police Department without expressed written authorization.
 10. Brielle Police Department personnel should expect that any information created, transmitted, downloaded, exchanged, or discussed in a public online forum may be accessed by the Brielle Police Department at any time without prior notice.
- B. Employees have the potential to be called as a witness in court proceedings related to their employment as a member of this agency. Credibility and character are subject to challenge and potential impeachment based upon the nature of postings on personal web pages, websites and other electronic social networking sites from any time, past or present and the person(s) or organization(s) with whom the employee networks.
- C. Employees shall not network with judges, attorneys, court personnel, or other members of the judiciary or defense attorneys as it may result in adverse consequences to the operation of the police department or the Prosecutor's Office when prosecuting or attempting to prosecute criminal and civil matters. Examples of such consequences include, but are not limited to:
1. Having to change prosecution venues if a conflict of interest is alleged;
 2. Rendering testimony of investigative personnel inadmissible or impeachable due to alleged conflicts of interest due electronic personal relationships;
 3. An increase in successful appeals due to perceived conflicts of interest.

IV. REPORTING VIOLATIONS

- A. Any employee becoming aware of or having knowledge of a posting or of any website or web page in violation of the provision of this SOP shall notify his or her supervisor immediately for follow-up action.

V. APPROVAL PROCESS

- A. Any employee seeking approval to use any item, object, or material described in subsection III.A.6 on a personal webpage or site shall submit a written request through the chain of command to the Chief of Police.
 - 1. Describe the proposed reference to the agency and purpose.
 - 2. Provide a list of media to be used on the web page.
 - 3. Provide a printed layout of the material that is the subject of the request.
 - B. The Chief of Police will approve or deny the request based upon the merits of the request and its compliance with existing agency policy or SOPs.
-

 **Kristen Fischer**
Unassigned

Mark as done

JUL 23RD 3 01PM

Please send your family events to kristenfischer@Macaronikid.com. I run <https://centraljerseyshore.macaronikid.com/> with family events!



Kristen Fischer
View Profile

About

Works at Kristen Fischer
Studied at Stockton University

Labels Manage Labels

Labels help you keep track of your conversations. Only admins can see labels.

Add Label

Your Notes Add Note

Notes help you keep track of your conversations. Only admins can see notes.

Events & Activities for Kids and Families, Central Jersey Shore,NJ, Things to Do | Macaroni Kid
MacaroniKid provides local activity guides for parents & families. Each site highlights things to do, kid-friendly events & activities, family calendars,...

centraljerseyshore.macaronikid.com

Want to s
conversat
with more
customer
 Write a reply

**Tricia Ring Wajda**

Unassigned

[Mark as done](#)

JUL 4TH, 5 08PM

Good afternoon and Happy Independence Day! My name is Tricia and I am the Deputy Communication Director at Monmouth County Government. I saw your post stating that the Glimmer Glass Bridge would be closed tomorrow from 7 to 10 a.m. and I just wanted to make sure you were made aware that the time has been changed to 5 a.m. to 8 a.m. tomorrow morning. Thank you.

-Tricia

**Tricia Ring Wajda**[View Profile](#)**About**

Local time 10:07 AM

Lives in Aberdeen Township, New Jersey

Labels[Manage Labels](#)

Labels help you keep track of your conversations. Only admins can see labels.

[Add Label](#)**Your Notes**[Add Note](#)

Notes help you keep track of your conversations. Only admins can see notes.

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customer

[Write a reply](#)

Brielle Police



Tracy Thompson

11:20 AM

10/15/2018

Page

Inbox

Notifications

Insights

Publishing Tools

Promotions

Settings

Help



Kevin Thorpe

Unassigned

Mark as done



MAY 18TH, 11:37AM



Hi! I work for the El Paso County Sheriffs office in Colorado Springs, Coloroda. I ran accross your guys page and my daughters name is Brielle! I was wondering if you guys have any T-shirts with Brielle Police on it? She would love that! Thanks



MAY 21ST, 11:53AM



Sent by Tracy Thompson Rubino



She just turned 7! That would be awesome!



Kevin Thorpe

View Profile

About

Liked since Jul 18, 2018

Labels

Manage Labels

Labels help you keep track of your conversations. Only admins can see labels.

Add Label

Your Notes

Add Note

Notes help you keep track of your conversations. Only admins can see notes.

Activity

Liked your Page.

Wed Jul 18, 2018 11:22pm

Want to s
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customer



Write a reply...

200

10/15/2018



Page Inbox Notifications Insights Publishing Tools Promotions Settings Help



Tizzie Cregan
Unassigned

Mark as done



MAR 24TH 12:06PM



Brielle drawbridge is stuck in the upright position, correct?



MAR 26TH 11:34AM



The problem with the drawbridge is that it is not working properly. It is stuck in the upright position and we are trying to get it down. We have called the manufacturer and they are sending us a replacement. We will be back in touch once we have the replacement.



Sent by Tracy Thompson Rubino



Tizzie Cregan

[View Profile](#)

About

No public information available

Labels

[Manage Labels](#)

Labels help you keep track of your conversations. Only admins can see labels.

[Add Label](#)

Your Notes

[Add Note](#)

Notes help you keep track of your conversations. Only admins can see notes.

Want to s
conversal
with more
customer:



Write a reply ...



Bob Skokos
Unassigned

Mark as done



MAR 22ND, 7:53AM



Been trying to call but line is busy. There's a wire hanging very low in front of 1103 Riverview dr. Don't know if it's electrical or not



Bob Skokos
[View Profile](#)



About

Local time 10:07 AM
Studied at Brookdale Community College
Lives in Brielle, New Jersey
From Brielle, New Jersey



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Your Notes [Add Note](#)

Notes help you keep track of your conversations. Only admins can see notes.



Want to see conversations with more customers?



[Write a reply...](#)



Traci Moretti
Unassigned

Mark as done

MAR 10TH, 4:32PM



Traci Moretti
View Profile

About

Local time 10:08 AM

Liked since Jul 01, 2014

Lives in Brielle, New Jersey

From Cranford, New Jersey

Labels

Manage Labels

Labels help you keep track of your conversations. Only admins can see labels.

Add Label

Your Notes

Add Note

Notes help you keep track of your conversations. Only admins can see notes.

Activity

Liked your Page

Tue Jul 1, 2014 10:24pm

Shared Photos



Thank you Brielle Police for protecting our children during this wonderful event at the Brielle Elementary School.

MAR 11TH, 9:58AM

your welcome! Off Officer MacCallister

Sent by Michael Palmer



Hahaha!!! She sure did!!



Want to s
conversal
with more
customer



Write a reply ...

Brielle Police

Tracy | Home | Create

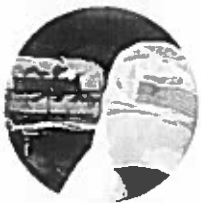
Page | Inbox | Notifications | Insights | Publishing Tools | Promotions | Settings | Help

 **Wile Flo**
Unassigned

[Mark as done](#)

FEB 12TH, 4 24PM

 **VALOR_New Jersey_Flyer 3_7-8_18.pdf**



Wile Flo

[View Profile](#)

About

No public information available

Labels

[Manage Labels](#)

Labels help you keep track of your conversations. Only admins can see labels.

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Your Notes

[Add Note](#)

Notes help you keep track of your conversations. Only admins can see notes.

Want to s
conversat
with more
customer

 [Write a reply](#)



William Bry
Unassigned

Mark as done



JAN 9TH 1 36PM



Hi are u currently accepting applications for class 1 ?



William Bry

View Profile

About

No public information available

Labels

Manage Labels

Labels help you keep track of your conversations. Only admins can see labels

Add Label

Your Notes

Add Note

Notes help you keep track of your conversations. Only admins can see notes

Want to s
conversat
with more
customer



Write a reply...