

TEXAS TASK FORCE ONE STANDARD OPERATING GUIDELINES

SOCIAL MEDIA

VOLUME 1

REFERENCE NO. 1-12

1.00 PURPOSE

- 1.01 The purpose of this standard is to provide guidelines for members regarding social media.

2.00 OBJECTIVE

- 2.01 The objective of this standard is to understand what is appropriate and what not is appropriate when representing Texas Task Force One (TX-TF1).

3.00 DEFINITIONS

- 3.01 **Social Media:** Websites and other online means used to communicate between groups of people. Examples of these include but are not limited to the following: Twitter, Facebook, and Instagram.

4.00 GENERAL GUIDELINES

- 4.01 You may use social media while on a deployment and you may write about your position/responsibilities with TX-TF1, but you may **NOT** post any deployment photos or videos.
- 4.02 When posting on social media follow these guidelines:
- Only write facts
 - Never speculate or post rumors, (i.e. “I heard we’re getting demobilized tomorrow.”)
 - Do not reveal any non-public information about your job responsibilities or projects
 - If you are unsure about a post or a comment, please coordinate with the Task Force Leader(s), Public Information Officer and Program Manager.

- 4.03 The line separating “personal” and “professional” social media use is continually blurring. On your personal social media accounts, you may receive questions/comments about your Task Force position or the team at large. Feel free to talk about your role on the team and how it contributes to the larger emergency management system. If someone asks you a question you are unsure of, please coordinate with the Task Force Leader(s), Public Information Officer and the Program Manager.
- 4.04 When you are activated on a deployment, whether federal or state, you may never submit or post any photos or video to social media/public sites. If you have photos or video you believe to be of interest to the public, please contact the Public Information Officer, who may filter it through the Texas Task Force 1 team’s public social media outlets or for use in post deployment galleries.
- 4.05 Remember, social media gives you a great opportunity to direct your family, friends, and media to either the Task Force’s website or official social media sites:
- www.texastaskforce.com
 - www.twitter.com/txtf1
 - www.facebook.com/txtf1