



Tonto Rim Search and Rescue (TRSAR)
Social Media Guidelines
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TRSAR squad members are required to follow these guidelines when posting on/to social media.

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1. STATEMENT OF PRINCIPLE

- 1.1 TRSAR supports the strategic and responsible use of social media through our official channels to enhance communication, collaboration, engagement, recruitment, and information sharing.
- 1.2 TRSAR goal is to provide accurate and relevant information to stakeholders, media and the public regarding TRSAR activities.
- 1.3 Social media tools provide an opportunity for TRSAR to reach target audiences and enhance public relations, community outreach, engagement, recruitment and education.
- 1.4 The goal of these guidelines is to enhance TRSAR external communication by using social media while balancing the need to protect members, protect subjects, sensitive information and the organization's reputation.

2. DEFINITIONS

- 2.1 Social Media: web-based and mobile technologies that enable users to engage in interactive dialogue and allow for the creation, and sharing, of user-generated content.
- 2.2 Social media includes social networking sites (Facebook), video and photo sharing sites (YouTube, Instagram), mobile apps and more.

3. ORGANIZATIONAL USE

- 3.1 TRSAR business should take place on official TRSAR social media accounts and follow TRSAR social media guidelines.
- 3.2 Only TRSAR members authorized to access TRSAR social media accounts will be authorized to communicate through TRSAR social media channels on behalf of TRSAR.
- 3.3 Photos and videos obtained during training exercises, community events and missions will only be shared through TRSAR social media official channels. Member may then share official TRSAR posts on their personal social media.

4. GENERAL GUIDELINES

- 4.1 TRSAR values the conversations and contributions that arise from social media use. Always keep in mind your association with Tonto Rim Search and Rescue, use good judgment and make sure your profile settings and content are consistent with how you wish to represent yourself personally and professionally.
- 4.2 You are personally responsible for the content you publish. Protect your privacy and the privacy of others.
- 4.3 As a TRSAR member, you represent the TRSAR reputation as well as your own. TRSAR members and partner agencies/organizations are encouraged to share content posted by TRSAR on its social media.
- 4.4 As a TRSAR member, consider whether your post(s) could be interpreted as representing Tonto Rim Search and Rescue's position or harmful to the family of the missing person or to the outcome of our law enforcement partner's case.
- 4.5 TRSAR may remove, or request the removal of, any posts/publications in conflict with this policy.

5. GUIDELINES REGARDING DEPLOYMENTS

In addition to the above guidelines, due to the confidential and sensitive information that our members have access to during GCSO/TRSAR deployments, the following special rules apply to your social media use regarding these events.

- 5.1 Do not post any confidential content from the deployment. This includes, but is not limited to:
 - a. the condition of the missing person(s) (whether good or bad) or otherwise involved in the response
 - b. the progress of the response
 - c. anything regarding any legal proceedings associated with the missing person, evidence or response.
- 5.2 Unless specifically authorized by GCSO/TRSAR, do not take or publish any photos or video from the deployment, even after the deployment is over. This includes photos or videos taken by cell phone, even if these images are "just for me." Even the act of taking these photos on site can damage TRSAR's relationship with its partners or subjects.
- 5.3 If TRSAR is assisting in another jurisdiction (county, state, etc), no one is to post anything through TRSAR media channels without that jurisdiction's written permission. TRSAR social media will and can share the public post from the jurisdiction we are assisting.
- 5.4 Be aware that as a TRSAR, your posting about a deployment has an increased likelihood of being interpreted as representing TRSAR or GCSO position.
- 5.5 Do not publish anything that is disrespectful, damaging, or embarrassing to any of our deployment partners, volunteers or subjects.

6. PERSONAL USE

- 6.1 TRSAR acknowledges that members engage in social media activities in their capacity as private citizens. Members should be aware that anything published online is a permanent record, even if it is removed or deleted. Published content can impact a member's reputation and could potentially impact the reputation of TRSAR.
- 6.2 Unless posted through TRSAR official social media channels, TRSAR members are not to post identifying videos or photos of themselves and other members in uniform or subjects during live missions.

6.3 Members are allowed to post images/videos obtained during TRSAR training or community events on their personal social media accounts. Any posted content related to TRSAR must remain professional at all times.