GENERAL ORDER

Subject: Use of County and Agency images, recordings and logos in the public domain

Section No.: 1
Policy No.: 71
Effective Date: 02.11.09
Reviewed/Modified Date: New
Supersedes: New
Related Policy: 1.04 Rules and Regulations # 2 -- Code of Ethics and #7 -- Conduct Unbecoming

POLICY:

Employees are prohibited from posting, transmitting and/or disseminating any photographs, video or audio recordings, likenesses, or images of County or Sheriff’s Office logos, emblems, uniforms and other material that specifically identifies the County or Sheriff’s Office without the express written permission of the Sheriff. (Attachment A)

PURPOSE:

The purpose of this policy is to give employees guidance regarding appropriate content for personal, social networking websites, web pages and other electronically transmitted or hard copied material with respect to the use of Saline County or Sheriff’s Office images, material, logos, or reference to those entities. The integrity of the Agency must be above reproach. Therefore, all employees must avoid any conduct which would compromise our integrity and thus, undercut the public confidence in this Agency or this profession.

PROCEDURE:

1) Employees are prohibited from posting, transmitting and/or disseminating any photographs, video or audio recordings, likenesses, or images of County or Sheriff’s Office logos, emblems, uniforms and other material that specifically identifies the County or Sheriff’s Office on any personal, social networking websites, web pages and other electronically transmitted or hard copied material without the permission of the Sheriff.

2) Employees are prohibited from posting, transmitting and/or disseminating any pictures or videos of official Agency training, activities or work-related assignments without the express permission of the Sheriff.
3) Employees are prohibited from using agency titles, logos, emblems, uniforms and other material to create business cards, letterhead or similar material.

4) Employees are prohibited from using their title/position in private correspondence, whether electronic or hard copied. This includes, but is not limited to, signature lines in a personal e-mail account.

5) The exceptions to this General Order are portraits, photographs or any video recordings taken during Agency-sanctioned, official ceremonies such as KLETC graduation, promotional ceremonies, Honor Guard ceremonies, etc. These photographs and/or recordings shall not disgrace or disparage employees or the Agency in any manner, nor shall said items be placed on any webpage or other electronic media or in hard copied media material that in any way brings discredit to the Agency or the profession.

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