

Title Use of Social Media to Support Transparency	Number 3050
Section Corporate	Original Effective Date March 1, 2016
Responsibility Chief Operating Officer & Chief Civilian Director	Last Revised Effective Date February 13, 2024

POLICY

1. The IIO may utilize social media where appropriate to assist with public engagement matters including but not limited to community outreach, recruiting, media relations, public reporting, time-sensitive notifications, and IIO events involving the public. Any investigations intelligence obtained through the use of social media will be forwarded to the command triangle for follow up as required. The MCLs do not use social media for investigative purposes (e.g., to contact potential witnesses, etc.). Investigators seeking to use social media for this purpose should refer to [SOP 2021-001 IIO Social Media and Internet Investigation Tools](#).
2. Like all forms of communication, social media must be utilized in a responsible manner to ensure that the message is clear and to prevent misinterpretation and erroneous messaging from occurring.
3. Unless otherwise determined by the Chief Operating Officer (COO), the Media & Communications Liaisons (MCLs) are the delegated authority for the oversight and administration of social media use for IIO business (excluding investigations). All IIO social media sites or pages (used for non-investigation purpose) will be as authorized by the CCD. The MCLs are responsible for ensuring information on IIO affiliated social media pages remains up to date.
4. The content of IIO social media sites and pages will adhere to applicable laws, regulations and policies, including, but not limited to, the *Freedom of Information and Protection of Privacy Act* and the IIO's media, information technology and information management policies.
5. The IIO will not disclose any information that is confidential or proprietary to the IIO, to other law enforcement agencies, or any third party who has disclosed information to the IIO, without permission of the applicable party, or as otherwise permitted by IIO policy.

IIO employees will promptly notify their supervisor upon becoming aware of or having knowledge of a posting on any website or web page that violates the provisions of this policy. This includes any situation where information, pictures or data representing the IIO is posted to an unapproved website. The supervisor will be responsible for reporting any such policy violations to the IIO.

6. IIO employees will promptly inform the COO of any information security incidents or information breach related to the IIO social media accounts.

PROCEDURE

The MCLs are responsible for posting content on IIO social media channels for the purposes of public reporting in accordance with IIO policy ([3030 External Communications About IIO Investigations](#)). Only the CCD, MCLs, HR, and other delegates as the CCD sees fit will have access to the IIO website for the purpose of editing content.

7. Where possible, each approved IIO social media site and page will:
 - 7.1. include a link to the IIO website;
 - 7.2. include an introductory statement that clearly specifies the purpose and scope of the IIO presence on the website;
 - 7.3. indicate the site content is the property of and maintained by the IIO; and
 - 7.4. prominently display the IIO contact information and a link to a regularly monitored IIO email address.

8. The IIO will disable commenting on social media platforms. This is to ensure there is no reasonable expectation that the IIO will routinely respond to comments or will accept complaints made via social media given the IIO’s limited internal resources. Instead, IIO social media pages will be used to drive traffic to the IIO website, where more complete information is available.

9. The IIO will only use any likeness or reference to any IIO employee, on any social media site, with the staff person’s written consent.

10. BC Public Service employees who comment on public social media sites in their professional capacity, or who wish to comment on work-related issues in their personal capacity, must adhere to the BC Public Service and IIO Standards of Conduct.

11. All IIO social media content is subject to *FOIPPA* and IIO Information Management policies. Employees and contractors should be aware that any personal device used to post to IIO social media channels may be subject to *FOIPPA* and/or legal disclosure.

DEFINITIONS

Word/Term	Definition
Social Media	A category of internet-based resources that integrates user-generated content and user participation. This includes, but is not limited to, social networking sites (Facebook, professional networking sites (LinkedIn), micro-blogging sites (X, formerly Twitter), photo and video-sharing sites, (Flickr, YouTube), wikis (Wikipedia), blogs and news sites (Digg, Reddit).

POLICY

Approved by:



Ronald J. MacDonald, KC, Chief Civilian Director

Date Approved: February 13, 2024

PROCEDURES

Approved by: 
Sandra Hentzen, Chief Operating Officer

Date Approved: February 13, 2024