



Toronto Police Service Social Engagement Guidelines

Members of the Toronto Police Service have been trained in the use of Social Media to represent our Service and to connect with the public. These are our public guidelines, but members are to refer to the more detailed information within Toronto Police Service Governance.



You must remember who you are / who you represent

Any conversations that relate to our Service or our profession, you are first and foremost a member and what you say is governed by several pieces of legislation at all levels of government.

Your accounts are yours but they represent us

You are free to comment and speak on matters that you have an expertise or working knowledge of, but you are not official spokespersons of the Service and therefore, you can not comment on policy or procedures.

An official response may be required

In your capacity as a public entity of the Service, you may be asked questions or to comment on issues that are outside of your capacity. Redirecting people to Corporate Communications or subject matter experts is recommended to ensure the proper information is relayed in a timely and accurate manner.

The Internet is forever

Search engines, screen capturing, digital data codes and other technologies make it virtually impossible to take something back. Be sure what you mean to say, and say what you mean.

Guidelines

In short, our guidelines for engaging in the social space consist of the following core values:

1. Honesty
2. Respect
3. Teamwork
4. Integrity
5. Reliability
6. Fairness
7. Positive Attitude

Questions...ASK

If you are not sure about what to say, how to engage, what to post or any other questions / concerns you have, check with a member of Corporate Communications for guidance and assistance.

Always the Police

You are always first and foremost a police officer or employee of the police service. All interactions must be conducted as such.

Be sensitive to the privacy of others and the Service

Do not share any information of others including their photos without their permission and clear details what you intend to do with any information you are seeking to use. Naturally, this includes any information protected by law; or information that could cause an officer safety issue; or damage an investigation's integrity.

Treat others as you want to be treated

Always be respectful and patient with others. At all times, avoid being offensive, rude or intolerant of others' opinions or views except when they constitute a criminal offence.

The Internet is a public space

Consider everything you do on-line to be in the public realm. Assume that everything you do, no matter how inconsequential or obscure will be seen by the public, the media and the Chief.