



OPERATIONS ORDER

SUBJECT: **SOCIAL MEDIA PLAN: EMERGENCY INCIDENTS**

DATE ISSUED:

02-17-16

NUMBER:

9

1. During large scale or emergency incidents, it is important that Department social media accounts remain active and that information relayed to the public remains consistent and clear. Therefore, during large scale emergency incidents, or as otherwise determined by the Chief of Department, individual and command/unit Twitter accounts will be directed to relay messaging disseminated by the Department. In an emergency, Deputy Commissioner, Public Information (DCPI) will coordinate with Deputy Commissioner, Strategic Communications (DCSC) personnel to transmit messages to the public via the Department's social media platforms. Department Twitter account holders will receive a targeted message which will direct that command/unit accounts redirect and/or retweet messages disseminated by the Department's Twitter account @NYPDNews. This procedure may be initiated for individual commands, patrol boroughs, or Citywide, as determined by the Chief of Department. Upon cessation or deescalation of the incident, the commands/units concerned will be instructed to resume routine Twitter messaging.

2. Therefore, upon activation of emergency social media contingencies, the following message will be transmitted to affected command accounts:

“EFFECTIVE IMMEDIATELY, COMMAND/UNIT TWITTER ACCOUNTS WILL RELAY INFORMATION REGARDING POLICE ACTIVITIES AS DISSEMINATED BY @NYPDNEWS.”

NOTE

DCPI and DCSC will receive regular updates regarding diverted traffic, evacuation routes, restricted areas, and all other contingencies, and will disseminate relevant and timely information to the public via @NYPDNews, and other social media platforms, as appropriate.

During emergency incidents, members of the service will continue to utilize Department radios, but will remain alert to other incoming Department communications. Messages designated solely for members of the service may be disseminated via targeted email or text, accessible to members on their assigned Department smartphones/devices.

3. Upon cessation or deescalation of the incident, the following message will be transmitted to affected command accounts:

“EFFECTIVE IMMEDIATELY, COMMAND/UNIT TWITTER ACCOUNTS WILL RESUME ROUTINE MESSAGING.”

4. Commanding officers will ensure that the contents of this Order are brought to the attention of members of their commands.

BY DIRECTION OF THE POLICE COMMISSIONER

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All Commands