



Upshur County Sheriff's Office

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Chapter 200 - Administration

Section 214 - SOCIAL MEDIA CONTENT POSTING AND OPERATIONAL POLICY

Effective 3/3/26

Reevaluate

Version Date 03/03/26

17:20

Terms of Use

By posting or commenting on any social media platform used by the Upshur County Sheriff's Office, you participate by your own choice, taking personal responsibility for your comments, your user-name, profile picture and any information you provide therein. By consuming, participating, viewing, and commenting, you further agree to the following terms of use:

The Upshur County Sheriff's Office maintains a social media program for the following purposes:

- Engage and interact with our community
- Provide relevant and timely community news
- Release information
- Advertise community events
- Distribute crime prevention and public safety tips
- Correct misinformation that is posted that affects public safety (whether accidental or intentional)
- Protect the brand and reputation of the Sheriff's Office by sharing facts and statistics to allow community members to have broad awareness of situations and incidents
- Provide urgent notifications of critical incidents which may affect residents, business owners and visitors of the Upshur County.
- Seek the public's help in identifying suspects and solve crimes
- Showcase activities and work that public safety agencies provide to bolster community trust
- Educate the community on what public safety teams provide as far as services and programs.

Limited Public Forum

All social media platforms used by the Upshur County Sheriff's Office are designated as Limited Public Forums. The Sheriff's Office welcomes a person's right to express their opinion and encourages posters to keep comments relevant to the topic in question. Posting of any content on any social media platform used or managed by the Upshur County Sheriff's Office, by any visitor, follower, subscriber or fan, constitutes acceptance of the terms of use described here in this policy. For purposes of this policy, the term "social media" refers to a platform, website or mobile app that enables users to create and share content or participate in social networking with the Upshur County Sheriff's Office. The Upshur County Sheriff's Office, utilizes social media networks consisting of Facebook, websites, and public safety mobile apps.

Emergency or Non-Emergency Requests for Police Assistance

The posting of requests for police, fire, or animal assistance, regardless of the nature of emergency or non-emergency asks, is discouraged and will not guarantee a response by the Upshur County Sheriff's Office or any emergency service provider. Social media platforms are not monitored 24/7, therefore it is imperative that residents still contact the

Upshur County Sheriff's Office through the telephone system or designated reporting system. In case of an emergency, or if police or fire assistance is needed, please dial 911. If you wish to report a crime or information relevant to a crime, please call 903-843-2541. You may remain anonymous if you request. In the event you post information related to a crime, you may be placing yourself in a position of becoming a witness and subject to being subpoenaed into court and contacted by detectives.

Endorsements

"Friending", "Liking", or "Following" the Upshur County Sheriff's Office, or an deputy or employee of this agency, does not indicate an endorsement of that person's actions or comments. A comment posted by a member of the public on any Upshur County Sheriff's Office social media network is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Sheriff's Office, nor do such comments necessarily reflect the opinions or policies of the Upshur County Sheriff's Office or Upshur County, Texas.

Moderation of Content

The Upshur County Sheriff's Office social media platforms are intended to be "family friendly." When applicable, each platforms built-in monitoring and moderation systems to provide content moderation and filtering options to limit foul, indecent or obscene content. Upshur County Sheriff's Office also actively monitor all social media platforms used, and will remove inappropriate content as defined below, without prior notice, and as soon as possible. The Sheriff's Office shall reserve the right to remove, hide and/or block anyone who posts inappropriate material as determined by the Sheriff's Office social media content posting policy. This material may include, but is not limited to:

- Non-topical comments, photos, memes, or other content unrelated to the original topic, including random or unintelligible comments;
- Profane, obscene, or pornographic content and/or language;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- Defamatory or personal attacks, including personal attacks directed at public officials, police officers, firefighters, jailers, or animal control officers;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- Conduct in violation of any federal, state or local law, including city ordinances;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest, such as a copyright, of any party;
- Harassment or content which constitutes and/or facilitates stalking;
- Content which violates the right to privacy;
- Encouragement of violence;
- Repetitive content continually posted on multiple Upshur County Sheriff's Office posts;
- Comments which may reasonably interfere with, inhibit, or compromise law enforcement investigations, police tactics, fire suppression, police responses to incidents and/or the safety of police or fire staff and officers;
- Posts or comments that contain any external links.

Upshur County Sheriff's Office does not allow posting of photos or videos by anyone other than members of the agency.

Right to Post Static Content

The Upshur County Sheriff's Office reserves the right to post static content and turn off options for comments to protect the community and agency from personal attacks, non-topical comments, spam commentary, harmful links, and other malicious content. The Upshur County Sheriff's Office does not engage in viewpoint discrimination since all comments would be prohibited, regardless of scope or content.

Viewpoint Discrimination

The Upshur County Sheriff's Office does not engage in viewpoint discrimination as long as posts, comments, and content adhere to this social media content posting policy. Social media posts that are created by a public safety agency may be removed by members responsible for strategic communications as long as a record of the original post is maintained.

Denial of Access

Upshur County Sheriff's Office reserve the right to deny access to any social media sites for any individual, who violates the Upshur County Sheriff's Office social media Terms of Use, at any time and without prior notice. If you wish to contest the removal or hiding of your content, or your denial of access ("banned") from our social media platforms, you may do so by contacting us at 903-843-2541 and requesting to speak to the Sheriff or Chief Deputy.

Facebook's Community of Standards

All comments posted to any Upshur County Sheriff's Office Facebook site are bound by Facebook's Community Standards and the Sheriff's Office reserves the right to report any violation of Facebook's Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

Questions

Should you have any questions in regards to items contained herein this Terms of Use, please contact the Upshur County Sheriff's Office at 903-843-2541.