

Illinois Search and Rescue Council Volunteer Social Media Policy

Illinois Search and Rescue Council member agencies/organizations are asked to please follow this policy when posting on/to social media (for example, your [Facebook page](#)), or when it's likely that your content could be interpreted as representing our requesting law enforcement partners.

General policy

1. Illinois Search and Rescue Council values the conversations and contributions that arise from social media use. Always keep in mind your association with Illinois Search and Rescue Council, use good judgment and make sure your profile settings and content are consistent with how you wish to represent yourself personally and professionally.
2. You are personally responsible for the content you publish. Protect your privacy and understand a site's terms of service.
3. As an Illinois Search and Rescue Council member agency/organization, you are the Illinois Search and Rescue Council reputation as well as your own agency/organization. Our reputation attributes are: caring, respectful, professional, and vigilant. Illinois Search and Rescue Council member agencies/organizations are encouraged to share content posted by Illinois Search and Rescue Council on its website and other media outlets, if it is said that the content is allowed.
4. As a Illinois Search and Rescue Council member agency/organization, consider whether your post(s) could be interpreted as representing Illinois Search and Rescue Council's position or harmful to the family of the missing person or to the outcome of our law enforcement partner's case.
5. Don't publish or publicly discuss Illinois Search and Rescue Council or another organization's confidential information, whether or not the content ties back to your role as a Illinois Search and Rescue Council member agencies/organizations. This includes unauthorized release of images, video, or other content.
6. When referencing information cited by someone else, include the link back to the source from which you heard the information wherever possible.
7. Avoid publishing anything that is disrespectful, damaging or potentially embarrassing to an individual or organization.
8. Illinois Search and Rescue Council encourages open discussions and differing opinions; however, show consideration for others' opinions and privacy and refrain from engaging in topics that may be considered objectionable, obscene or inflammatory.
9. Always get permission prior to using the Illinois Search and Rescue Council logo.
10. Illinois Search and Rescue Council may remove, or request the removal of, any posts/publications in conflict with this policy.

Social Media Policy Regarding Illinois Search and Rescue Council Deployments

In addition to the above policy, due to the confidential and sensitive information that our member agencies/organizations have access to during Illinois Search and Rescue Council deployments, the following special rules apply to your social media use regarding these events:

1. Do not post any confidential content from the deployment. This includes, but is not limited to: a) the condition of the missing person(s) (whether good or bad) or otherwise involved in the response, b) the progress of the response, and c) anything regarding any legal proceedings associated with the missing person, evidence or response. (Examples of content that is and is not allowed will be provided in training, and if you have any questions, please ask!)
2. Unless specifically authorized by Illinois Search and Rescue Council or our law enforcement partners, do not take or publish any photos or video from the deployment, even after the deployment is over. This includes photos or videos taken by cell phone, even if these images are “just for me.” Even the act of taking these photos on site can damage Illinois Search and Rescue Council’s relationship with its partners.
3. We recognize the desire to capture the friendships and bonds formed during deployment via photo. There are appropriate ways to capture these images. In most circumstances, this can be accommodated with photos taken away from or outside the response area or with any agency/organizations logos/vehicles visible. However, do not take or publish any such photos or videos until authorized by Illinois Search and Rescue Council or our law enforcement partners.
4. Be aware that as an Illinois Search and Rescue Council member agency/organization, your posting about a deployment has an increased likelihood of being interpreted as representing Illinois Search and Rescue Council or requesting law enforcement agency position.
5. Do not publish anything that is disrespectful, damaging, or embarrassing to any of our deployment partners or volunteers, including the requesting agency and other organizations working on the response.

We encourage you to err on the side of caution with your deployment-related communication. If you have any questions about a communication, please run it by the on-site Search Management Team or law enforcement agency in charge.