

From: Fletcher Fred fletcher_fred@chattanooga.gov
Subject: FW: Social Media Reminder
Date: December 5, 2014 at 5:49 PM
To: CPDSworn CPDSworn@chattanooga.gov
Cc: Miller Kyle miller_k@chattanooga.gov

Two weeks ago I sent you all a message reminding everyone to be mindful of how we publicly represent ourselves, particularly through social media. That original email is included below.

As citizens we all have a right to comment about social and political issues in public settings including social media. As law enforcement officers and as public servants we must be ever vigilant of the fact that what we say – and how and where we say it – reflects on the department, the city and the profession we represent. Social media is part of our everyday culture and is a tool we all can – and should – utilize. We are building relationships with community members and that relationship can and should be fostered in every medium. When engaging our community we should, as public servants, hold ourselves to the highest standards of behavior and professionalism. The public expects this. I expect this.

As stated in policy, employees shall conduct themselves at all times—both on and off duty—in such a manner as to reflect favorably on the Department.

Section II. S. Unbecoming Conduct:

- 1. Employees shall conduct themselves at all times—both on and off duty—in such a manner as to reflect favorably on the Department. Conduct unbecoming a public employee includes conduct that is unlawful and/or brings the Department into disrepute, reflects discredit upon the employee as a member of the Department, or impairs the operation or efficiency of the Department or officer.*
- 2. The above conduct includes representations made on and in all forms of social media. Social media includes, but is not limited to, Facebook, Twitter, MySpace and other public or private technologies that may emerge. This would also apply to both public and restricted profiles. Department personnel should assume that their speech and related activity on social media sites will reflect upon their office and this department.*

When engaging with citizens by any means, whether in person or via social media, I have an expectation that all officers conduct themselves in a manner that reflects positively on our department, our mission and our values. Let me be clear, we will not tolerate any behavior by a Chattanooga Police officer that is abusive, harassing, threatening, profane or otherwise reflects unfavorably on the Chattanooga Police Department.

There are times when we may feel attacked in person or in media. How we respond will determine how well the community supports us. When we act professionally and treat people with dignity we build goodwill. When we build goodwill we will be supported by the community. Our goal is to develop partners. We endeavor to be a part of our community and not apart from our community.

You all respond every day to situations which are inflammatory and you do so with restraint, respect and compassion. You all go out of your way to reach out to our community and make them feel safe and appreciated by the police department. I see you do this privately and I see you share this in public. I am proud of the efforts you all take on a regular basis to represent the best of our profession and our department. We will continue to treat everyone in our community with respect and dignity, regardless of any difference of opinion.

F. Fletcher
Chief of Police

From: Fletcher Fred
Sent: Monday, November 24, 2014 7:28 PM
To: CPDSworn
Cc: Miller Kyle
Subject: Social Media Reminder

Very soon the results of the Grand Jury in Ferguson, MO will be released. This is a highly anticipated decision that will be scrutinized very closely by media, police and community.

This is as it should be.

Please be reminded that, as police officers and as community members, it is important we are deliberate about the messages we present in public through social media and other mechanisms. Be mindful that you represent the Chattanooga Police Department as well as yourself and consider this when you choose to post messages or make comments in a public arena. It is also important to remember that, while you can control your own comments, you cannot control those of your friends and acquaintances. In stressful and volatile situations, the distinction between your comments and the opinions of your acquaintances can be lost to the detriment of yourself, our department and our profession.

It will be your continued professionalism and your concern for the respect and dignity of all members of our community that will distinguish the men and women of the Chattanooga Police Department in trying times. I have received and shared many compliments in recent weeks and months about the manner in which you all carry yourself and care for our community. The need for these attributes now is great. Thank you for all you do to keep our community safe.

With great appreciation,
Fred Fletcher
Chief of Police

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