ST. PETERSBURG POLICE DEPARTMENT	DATE OF ISSUE	EFFECTIVE DATE	NUMBER
GENERAL ORDER	August 2017	Immediately	**II-36**

Distribution: All Employees

Subject: **ELECTRONIC MESSAGING NOTIFICATION SYSTEMS**

Index as: Automated Telephone Message System   ReadyOp
Call Back System   Return to Work
Message System, Telephone Alerts   Social Media
Public Safety Notification System   Telephone Alert Messaging System

Accreditation Standards: 46.1.3, 46.1.10
Cross Reference: G.O. III-22, Emergency Mobilization Plan
                           G.O. III-24, Disaster Operations Plan
                           SPPD Department Operation Plan 2017
Replaces: Automated Telephone Message System (November 2, 2015)

This Order consists of the following sections:

  I.   Purpose
  II. Public Safety Notification System
  III. ReadyOp
  IV. Social Media

I.   PURPOSE

This order describes the functions of the Department's electronic messaging notification systems and establishes the policy and responsibilities for their operation.

II.   PUBLIC SAFETY NOTIFICATION SYSTEM

In efforts to deliver public safety notifications and awareness, the Department may utilize and/or contract with private companies to provide this service. The current provider and use procedures are provided in Attachment A.

III.   READYOP

   A.   ReadyOp (by Collabria) is an Internet based automated message and notification system used primarily to notify employees of a mobilization, aka "Return to Work."

      1.   The system is activated via a computer with Internet access to include a Smartphone, or tablet device.

   B.   Use of the System

      1.   Use of the system shall be limited to notifications involving Chief's Staff, SWAT call up, and employee mobilization notifications.

      2.   The system can be utilized for certain City sponsored special events to aide in mass communications needs.

C. Authorized Users

    1. ReadyOp has two levels of authorized users:
        a. System Administrator – A member of the Information and Technology Services Division who is responsible for:
            1) Overseeing and maintaining all records related to the system.
            2) Serving as the liaison between the Department and the vendor for support related issues.
            3) Maintaining a list of employees authorized to use the system.
            4) Maintaining the employee roster.
        b. System User – Department personnel who have been trained and authorized to access the system for the purpose of a mobilization and/or staff notification. The system user is responsible for:
            1) Generating voice alert announcements.
            2) Generating Chief's Staff text message notifications.
            3) SWAT alert/call up notifications.
            4) Employee notifications, to include mobilization notifications.

D. ReadyOp Procedures

    1. ReadyOp Notification
        a. Department employees may be recalled and/or provided important information via a secure voice message.
        b. The notification will originate from **727-551-3500.** It is recommended that employees create a "Contact" in their cell phone named "Emergency Notification". Employees may also elect to add their payroll number to the contact name, i.e., "Emergency Notification 12345."

    2. Notification Procedures
        a. The ReadyOp Alert System will notify the employee with the following message:
            1) *"You have an important message from the St. Petersburg Police Department Alert System. To listen to the message, enter your payroll number followed by the # sign."*
            2) The message will then play
            3) After the message has played, the system will state: *"To acknowledge you have received this message, press 1"*
            4) *To replay this message, press 2*
            5) Once the message is acknowledged, the system will state: *"Thank you, your response has been received."*
        b. ****Please note: unless 1 is pressed, the system will continue to call the employee's "Return to Work" number until the message is successfully acknowledged.**

    3. Department employees may be contacted with important information via the City e-mail system from **CommCtr-City of St. Pete Police Department**. No action is required to receive the message and the employee should not reply to this e-mail.

    4. Authorized employees may receive select notifications (example a SWAT call up) via text message from **CommCtr 727-483-5221**. Employees who receive these notifications shall reply via text message and include status/response information.

    5. SWAT members may receive notifications via text message from the **SWAT Commander 727-231-5394**. Employees who receive these notifications shall reply via text message and include status/response information.

IV. SOCIAL MEDIA

A. System Description

    1. Social media is an Internet-based application that allows for the creation and exchange of user-generated content. Social media includes but is not limited to Facebook, Twitter, Instagram, YouTube, and Google.

    2. The system can be activated via computer, laptop, tablet, phone, or other mobile device.

B.   System Administrator Responsibilities

1.   The System Administrator shall be designated by the Manager, Community Awareness Division and shall primary responsibility for overseeing any issues related to the use of the system.

2.   The System Administrator shall keep all records related to the use of the system as required by Florida Public Records Laws, Chapter 119.

3.   The System Administrator shall also designate a backup administrator who will oversee the system in the absence of the Administrator.

C.   Use of the System

1.   User – A Department employee, unit, section or division who have been trained and authorized to access the system for the purpose of creating and distributing messages.

2.   During normal business hours, the main responsibility for message distribution shall fall to the administrator and backup administrator.

3.   After normal business hours the responsibility for message distribution shall fall to the Emergency Communications Center.

4.   It should be noted that the electronic messaging system is not capable of geographic pinpointing of locations and therefore may not be appropriate for use in situations where the police department wants to notify only a specific geographic area of the City.

D.   Authorized Messages

1.   The system can be used for non-emergency notifications such as public service announcements (PSAs), announcements related to crime watch, for providing routine information about criminal investigations and traffic incidents to residents, general information announcements, and for advertising, ordinary news items or public notice items.

2.   The System may be used in conjunction with the ReadyOp System for emergency notifications. It should be noted that the electronic messaging is not capable of geographic pinpointing of locations and therefore may not be appropriate for use in situations where the police department wants to notify only a specific geographic area of the City.

3.   The system shall not be used for political campaigning.

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Anthony Holloway
Chief of Police