

Gwinnett County Sheriff's Office

Sheriff Keybo Taylor



Chief
Cleophas Atwater

Administrative Bureau
Deputy Chief
Melanie Jones

Operations Bureau
Deputy Chief
Marcelino LaBoy

Administrative Services
Division Commander
Renee Walker

Support Operations
Division Commander
Antonio Webster

Jail Operations
Division Commander
Evette McKenzie

Field Operations
Division Commander
Jeremy Brown

Court Operations
Division Commander
Jermaine Jackson

Numbered Memorandum #OC-23-060

TO: All Sheriff's Office Personnel

FROM: Chief C. Atwater 

SUBJECT: Special Order – Social Media

DATE: May 11, 2023

The Gwinnett County Sheriff's Office (GCSO) social media platforms are intended to collaborate with the community, provide investigative updates, promote crime prevention, and educate Gwinnett County citizens. The purpose of this policy is to establish maximum productivity as the agency gains online visibility. Safeguarding positive and constructive engagement is imperative as the advancement of technological tools evolve.

The GCSO Communications Unit serves as the liaison between the agency and the public. The unit is responsible for creating and executing strategies to manage daily operations (Public Information/Media Releases Chapter 4C), initiating cohesive internal and external messaging, disseminating accurate and timely information, covering newsworthy events or crisis situations, and facilitating the GCSO's social media platforms.

Social media tools within specific parameters will be utilized for the following functions:

- As a method of external communication to highlight agency news, advertise community and ceremonial events, provide investigative or critical updates, and solicit safety or crime prevention tips.
- To creatively produce visual content which includes agency marketing, branding, photographic, and video production.
- As a resource for agency recruitment, volunteer positions, and community outreach participation

The GCSO Communications Unit will administer the supervision of user-generated content. The unit will execute the right to restrict self-published commentary that includes factual errors, defamatory, libelous, vulgar, obscene, abusive, threatening, racial, unethical, political, or otherwise offensive or illegal information or material from public users. Additionally, user-generated content that is off-topic or off-subject may be hidden or removed as no general public forum is created.

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This policy is not intended to abridge the First Amendment rights guaranteed by the Constitution of the United States. The unit will be responsible for decisions concerning the site content reporting, hiding, and/or removal. User-generated content will be screened and removed for failure to adhere to the terms and conditions.

The GCSO Communications Unit reserves the right to restrict the following content:

- Threatening, discriminatory, obscene, hateful, or profane
- Offensive terms or hate speech.
- Harmful to the reputation of any person or organization
- Suggesting or encouraging violent or illegal activity
- Information that reasonably could compromise individual or public safety.
- Advertisements or solicitations of any kind
- Off-topic posts or repetitive posts that are copied and pasted or automated.
- Promotion or endorsement of political campaigns or candidates
- Personal information including, but not limited to, identification numbers, phone numbers, and emails.

Due to the changing nature of social media platforms and their policies, it is anticipated that it may be necessary to frequently update this policy. The unit is responsible for ensuring this policy is updated as necessary. The GCSO Command Staff will have final authority to interpret and apply this policy. This policy may be revised at any time.

The GCSO Communications Unit will continue to foster partnership with the public and encourage online participation from public users.