



Policy Purpose

Establish appropriate employee conduct on social media sites. Violations of this policy may subject the employee to non-disciplinary or disciplinary intervention.

- I. General:
 - a. For purposes of this policy, the term “social media” includes, but is not limited to, social media websites (Facebook, Twitter, Instagram, etc.), social networking sites, blogs, comment boards, personal websites, forums, and online reviews of products or services.
 - b. As individuals employed by a governmental entity, city employees are held to a higher standard with respect to the way they conduct themselves. As such, city employees are cautioned that their behavior and conduct, including online behavior and conduct, has the potential to reflect upon the city as a governmental entity.
 - c. While the city respects the right of employees to engage in social media, city employees are advised that social media postings and other similar content that negatively impact or disrupt the workplace may subject the employee to disciplinary intervention, regardless of whether the employee identifies themselves as a city employee.
- II. Monitoring:
 - a. Employees are advised and cautioned that they should have no expectation of privacy while participating in social media. Employee postings on social media can be reviewed by anyone, including the city. The city reserves the right to monitor comments or discussions on the Internet or social media about the city (including its employees and agents). The city’s right to monitor applies to all postings, whether made by a city employee or non-city employee.
 - b. The city reserves the right to use content-management tools to monitor, review, or block content on social media that violate the city’s social media rules and guidelines.
- III. Identification as a city employee
 - a. Employees are advised and cautioned that, if they choose to identify themselves as city employees on social media, they are also to some extent portraying themselves as representatives of the city. As such, employees who identify the city as their employer or who post pictures of themselves wearing a city uniform or representing the city on social media are responsible for representing the city in a professional manner. The city encourages employees to think carefully before listing the city as their employer.
 - b. If an employee chooses to identify themselves as a city employee, all social media postings that relate to city business must contain a disclaimer that the posting is solely the opinion of the individual employee and does not reflect the opinion, view, or philosophy of the city or its elected officials, employees, or agents.
- IV. Content of postings and blog entries made by city employees
 - a. Employees are strictly prohibited from making social media postings that contain confidential, proprietary, or non-public information obtained in the course and scope of the employee’s work for the city. Information published by an employee on social media should comply with all applicable city confidentiality and disclosure policies, procedures, rules, and guidelines.
 - b. If an employee chooses to identify themselves as a city employee on social media, they are encouraged to write in the first person and clearly state they are writing of their own accord and volition and not at the direction or on behalf of the city when posting or commenting on matters related to city business.
 - c. The city seal or any other logo, symbol, or trademark used to identify the city may not be used on social media without first obtaining prior written consent from the mayor’s office.



- V. Responsible and Respectful Postings
 - a. When using social media, employees are encouraged to be respectful of the city and its employees, agents, and residents.
 - b. Because an employee's social media presence (regardless of whether the employee identifies themselves as a city employee) can reflect upon the city as a whole, employees are advised and cautioned that online posts, comments, or images have the potential to create a portrayal of the city and its employees, agents, and residents. As such, any posting, comment, image, or other communication by an employee regarding their employment with the city that is false or disruptive or misleading about the city or its employees or agents may subject the employee to disciplinary action.
- VI. Rules pertaining to employees of the police department, fire department, airport police, and 911 communications bureau ("City Public Safety Entities")
 - a. Employees are strictly prohibited from making social media postings that contain or divulge confidential information, investigative information, or other information pertaining to the internal operations or administration of City Public Safety Entities or the city.
 - b. Employees of City Public Safety Entities are strictly prohibited from:
 - i. posting information regarding ongoing investigations or the results of investigations conducted by City Public Safety Entities or other law enforcement agencies;
 - ii. posting information pertaining to the issuance of warrants or other law enforcement matters (whether internal or external);
 - iii. posting confidential, personal, or identifying information pertaining to any person suspected of committing a crime (which information includes, but is not limited to, photos of arrestees, suspects, informants, or persons charged with a crime, witnessing a crime, or involved in any manner with the operations of City Public Safety Entities); and
 - iv. posting confidential, personal, or identifying information pertaining to any call for service received or the results of the call for service.
 - c. Employees of City Public Safety Entities are discouraged from posting any work-related complaints or grievances regarding the command staff of City Public Safety Entities or city officials (whether elected, appointed, or employed). Rather, the city encourages employees of City Public Safety Entities to utilize the applicable procedures outlined in city policies, procedures, rules, guidelines, or memoranda of understanding.
- VII. Rules pertaining to all city employees
 - a. Employees are strictly prohibited from making social media postings that contain or divulge confidential information or other information pertaining to the internal operations or administration of the city.
 - b. Employees are strictly prohibited from posting any information about their job assignments, routes, or other work-related items without first obtaining prior written consent from their department director.
 - c. Employees are strictly prohibited from posting confidential, personal, or identifying information (including photos and addresses) pertaining to any services rendered by the city or licenses or citations issued.
 - d. Employees are strictly prohibited from posting confidential, personal, or identifying information with regard to any resident or other patron of city services.
- VIII. Copyright and other legal issues
 - a. Employees shall comply with applicable laws regarding copyright, plagiarism, and other issues, especially when the employee identifies themselves as a city employee.
- IX. Reporting Violations



- a. The city strongly encourages employees to report potential violations of the city's social media policy to their department director or the human resources department. Violations may include, but are not limited to, postings where the employee has identified themselves as a city employee and is engaging in illegal or unlawful conduct or is discussing or divulging confidential or proprietary information of the city.
- X. Disciplinary action
 - a. Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment. The city also reserves the right to take appropriate legal action against employees who engage in prohibited or unlawful conduct.

Current References:

Approved and passed this 1st date of July, 2017