SECTION: AGENCY PROPERTY

POLICY: Social Media EFFECTIVE DATE: insert date adopted

**STATEMENT OF PURPOSE:**

The purpose of this policy is to advise employees of their responsibilities regarding the use of social media both personally and professionally. Employees must at all times protect the City’s reputation and ensure compliance with legal and ethical standards.

**DEFINITIONS:**

1. Social Media: Social media are interactive technologies that facilitate the creation, sharing and aggregation of content (such as ideas, interests, and other forms of expression) amongst virtual communities and networks. Examples of social media sites include, but are not limited to:
   1. General Social Networking:
      1. [Facebook](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Facebook&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegQIKRAB&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3), [Instagram](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Instagram&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegQIKhAB&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3), [X (formerly Twitter)](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=X+%28formerly+Twitter%29&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegQIKxAB&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3), [TikTok](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=TikTok&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegQILBAB&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
      2. Professional Networking: [LinkedIn](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=LinkedIn&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegQILRAB&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
      3. Video Sharing: [YouTube](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=YouTube&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIiwEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
   2. Photo and Video Sharing:
      1. [Snapchat](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Snapchat&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIkAEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
      2. [Pinterest](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Pinterest&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIjgEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
   3. Messaging and Communication:
      1. [WhatsApp](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=WhatsApp&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIjQEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
      2. [Telegram](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Telegram&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIigEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
   4. Discussion Forums:
      1. [Reddit](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Reddit&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIiAEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
   5. Other:
      1. [Tumblr](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=Tumblr&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIhgEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)
      2. [WeChat](https://www.google.com/search?sca_esv=393159a26b253a41&hl=en&sxsrf=AHTn8zpaRIDZ5qTc7kDHjeumt9Be2Brm-A%3A1744299057742&q=WeChat&sa=X&ved=2ahUKEwiK5d-t5M2MAxWVJkQIHXiWFxoQxccNegUIhwEQAQ&mstk=AUtExfCUpeDb3kLg4A6bjbpjfbcIwVpamINMsYDbmRzg8FqergaLzb9LA8sUD8F_-cfqmSDyqy21XObBqK_TqlkDRulEGm35itCkp5TWS4oYJmLzu5rKLCOTx2Z0x-mhk2du-TUeTwXQwvdZviDm1ATJ-ciDq1rDtHs_L4tf2Jn-eViaa0l6MHcoLVOZAT9RQF58c8YZ7Gf_fcQS1tuE-RkMpJ9G-6GMT9ixjV8di6q5rMkSrmSZuOKYMhY3VpBPE9BaVO7WKOEpgTYO7li_xNEDnWEA&csui=3)

**APPLICABILITY:**

This policy applies to all employees of the City.

**PROCEDURES:**

1. Use of Social Media
   1. All City social media accounts are owned by the City. The City is responsible for all the content published on social media. Any posted content becomes part of the public record, is considered to be in the public domain, is available indefinitely, and has the potential to be published and discussed in various media outlets.
   2. Disclosure of information that is deemed time or content-sensitive, *i.e.,* marketing initiatives; pending legal matters; property negotiations; etc., may not be disseminated.
2. Non-Official/Personal Use
   1. The City respects the right of its employees to use social media during non-working time as a medium of self-expression. However, the posting of certain comments and information may have a harmful effect on the City’s reputation, its employees, customers, staff, etc. Employees are personally responsible for representations you make online and should understand that what is posted is trackable, traceable, and potentially permanent. To the extent employees’ reference or discuss the City, its business, services, or employees, it must be done in a manner of conformity with the guidelines below.
   2. When using social media in a personal capacity, it is important to remember that employees are speaking personally, and not as a City representative, unless that is part of your job function. If employees identify themselves as a City employee in the course of using social media in their personal capacity, they mustinclude a disclaimer that explains that the views the employee expresses are their own and do not reflect the views or opinions of the City.
   3. Employees utilizing social media for personal use shall not use the City’s logo and/or proprietary information for any commercial reason, including but not limited to promoting or endorsing any product, cause, or political candidate. Disclosure of City information that is deemed time and content-sensitive, *e.g.,* marketing initiatives; pending legal matters; property negotiations; etc., may not be disseminated.
3. Guidelines
   1. The same principles and guidelines found in the City’s policies apply to employee activities online. Any employee conduct that adversely affects their job performance, the performance of fellow employees or otherwise adversely affects the City, it is clients, employees, business associates or affiliates or the City’s legitimate business interests may result in disciplinary action up to and including termination.
   2. Any communications made through or on City equipment is considered City property. No expectation of privacy exists on any City-owned system. The City may review and monitor its systems at its discretion.
4. Know and Follow the Rules
   1. Be Respectful
   2. Be Honest and Accurate
   3. Post Appropriate Content
      1. Maintain confidentiality.
      2. Do not disclose Personally Identifiable Information (PII) or Protected Health Information (PHI) through social media communications.
      3. Do not post any information or conduct any online activity that violates applicable local, state, or federal laws or regulations.
      4. Copyright, trademark, and fair use laws as well as financial disclosure rules and obligations.
      5. Express only your personal opinions.
   4. Use of Social Media at Work. Refrain from using social media while on work time (which does not include during your break times or pre- or post-work time) or on City owned equipment unless it is work-related as authorized by your manager. Do not use the City email addresses to register on social networks, blogs or other online tools utilized for personal use.
   5. Employees should have no expectation of privacy.
   6. Retaliation is Prohibited. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.
   7. Use Professional Judgment
5. Non-Compliance:
   1. Violation of this policy will result in disciplinary action up to and including termination.

SOCIAL MEDIA POLICY

ACKNOWLEDGMENT

Employee Name:

Employee Position:

Date of Receipt of Social Media Policy:

I acknowledge and agree that:

1. I have received a copy of the City Social Media Policy;
2. I have read the Social Media Policy in its entirety and fully understand the provisions contained therein; and
3. I agree to abide by the provisions contained in the Social Media Policy.

Employee’s Signature

Employee’s Name (Printed)

Date