

<b>POLICY NAME:</b> <b>SOCIAL MEDIA POLICY- EMPLOYEE</b>	<b>AUTHORITY:</b> <b>CITY OF IMPERIAL</b>
<b>APPLICATION:</b> <b>ANY EMPLOYEE INVOLVED IN THE PERSONAL USE OF SOCIAL MEDIA</b>	<b>DATE APPROVED:</b> <b>March 5, 2014</b>

## **A. Introduction**

The City of Imperial understands that its employees use social media sites to share events in their lives, to communicate, and to discuss their opinions with others, including family, friends and co-workers. However, the use of social media may present certain risks and carries with it certain responsibilities. To assist employees in making responsible decisions about their use of social media, the City has established this policy and guidelines for appropriate use of social media.

In the rapidly expanding world of electronic communication, social media can mean many things. In general, social media encompasses the various activities that integrate technology, social interaction, and content creation. Through social media, individuals can create Web content, can organize, edit or comment on content, as well as combine and share content on their own web site or on someone else's. Social media uses many technologies and forms, including Web feeds, blogs, wikis, photography and video sharing, web logs, journals, diaries, chat rooms, bulletin boards, affinity web sites, podcasts, social networking, fansites, mashups, and virtual worlds.

## **B. Understand Your Rights and Responsibilities in Using Social Media Technology**

Use good and ethical judgment. To the extent your social media use impacts City employees and clients, follow City policies and regulations as applicable, including but not limited to those that protect individual privacy rights, anti-discrimination and harassment policies, the anti-workplace violence policy and other relevant City policies.

Keep in mind that if your conduct adversely affects your job performance, the performance of your co-workers, is detrimental to the mission and function of the City or otherwise adversely affects members of the public served by the City, people who work on behalf of the City or the City's legitimate business interests, the City may take disciplinary action against you up to and including termination.

Keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or via other channels such as by speaking with Human Resources, or by filing an internal complaint or grievance, if applicable.

If you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, or threatening or that might constitute harassment or bullying. Examples of such conduct might include offensive posts that could contribute to a hostile work environment on the basis of race, religious creed, color,

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national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation or any other status protected by law or City policy. Examples of threatening conduct include posting material that would make a reasonable person afraid for his or her safety or the safety of his or her family.

Strive for accuracy and full disclosure in any blog or post. Include a link to your sources of information. If you make a mistake, correct the information, or retract it promptly.

Never post any information or rumors that you know to be false about the City, your co-workers, City vendors, or people working on behalf of the City.

Do not disclose information that may violate City, vendors or employee rights. For example, do not disclose another individual's social security number, medical information or financial information in a manner that violates that person's rights.

If you publish a blog or post online related to the work you do or subjects associated with the City, make it clear that you are not speaking on behalf of the City. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the City of Imperial."

If you want to keep your personal life separate from your professional or work life, use privacy settings to restrict personal information on public sites. Consider who you invite or accept to join your social network as those individuals will have access to your profile, photographs, etc.

Understand that even if you have private setting, those you invite into your network can easily, print, save, cut, paste, modify or publish anything you post. Material can be archived on the Internet even after you remove it.

### **C. Using social media at work**

You must never use City Electronic Communications Resources, or work time, for your personal social media use. Do not use City email addresses to register on social networks, blogs or other online tools utilized for personal use.

### **D. Media contacts**

Employees should not speak to the media on the City's behalf without first obtaining authorization. Such media inquiries should be directed to the City Manager or designee first before releasing any city information to the media.

If you have questions or need further guidance regarding this policy, please contact the Human Resources.

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**Employee Acknowledgment Form:**

I have received, read, and understand the City of Imperial's Guidelines for Using Social Media.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Position/Department

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date