

CITY OF EVANSVILLE

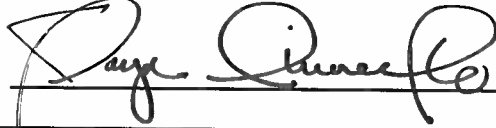
Department of Administrative Services

STANDARD PERSONNEL POLICIES AND PROCEDURES

SUBJECT: Social Media Policy

EFFECTIVE DATE: 5-1-2014

Approved by:



PURPOSE:

To address the changing landscape of the Internet and the way residents communicate and obtain information online. City departments may consider participation in social media formats to reach a broader audience and enhance communications. The City of Evansville encourages the use of social media to further the goals and objectives of city government and the missions of its departments where appropriate.

SCOPE:

All City departments and all City employees. All types of communications on all platforms including, but not limited to: Facebook, LinkedIn, Twitter, blogs, YouTube, Flickr, Tumblr and online discussion boards.

POLICY:

- 1) All City of Evansville presences on social media are considered an extension of the City's information networks and are governed by the City's Internet and Email Use policy and all other Information Technology policies that are applicable.
- 2) City and department policies, rules, regulations and standards of conduct apply to employees engaged in social media networking activities while conducting City business. Use of your City email address and communicating in your official capacity will constitute conducting City business. All departments that use social media are responsible for complying with applicable federal, state and City policies. This includes adherence to established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), privacy laws (HIPPA), and information security policies that may be established by the City IT department.
- 3) Employees shall notify their supervisor and the IT department if they intend to create a social media networking site or service to conduct City business. Departments have the option of allowing employees to participate in existing social networking sites as part of their job duties. Department heads may allow or disallow employee participation in any social networking activities in their department.
- 4) If you publish content on any website outside of the City of Evansville and it has something to do with the work you do or subjects associated with the City, use a disclaimer such as this: "The postings on this site are my own and do not necessarily represent the City's positions or opinions".

- 5) Employees will be held accountable for content they post on the Internet – whether in the office, at home or on their own time – especially when something they post or share violates any City policy. All photos taken at a work site or in the workplace cannot be posted online without the approval of the department head.
- 6) Do not use ethnic slurs, profanity, personal insults or engage in any conduct that would not be acceptable in the physical work place. Negative, disparaging and/or other inappropriate comments concerning co-workers, supervisors and managers that rise to the level of harassment may result in severe disciplinary action, up to and including discharge.
- 7) Any other acts contrary to the best interest of the City of Evansville, including but not limited to actions occurring outside the workplace which may reflect negatively on the reputation of the City, cause distractions that have an adverse impact on productivity or morale and are contrary to the goals and interests of the City, may result in severe disciplinary action, up to and including discharge. Social media sites are not the forum for venting personal complaints about Supervisors, co-workers or the City as an employer. The City's Personnel Department is available to employees who have concerns or complaints.
- 8) Employees found in violation of this policy may be subject to disciplinary action, up to and including termination.