



## CITY OF GREEN BAY PERSONNEL POLICY

<b>Policy Title</b> Social Media Policy	<b>Policy Reference</b> Chapter 24
<b>Policy Source</b> Human Resources Department	<b>Legal Review Date</b> April 4, 2011
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24.1 **PURPOSE.** The City of Green Bay recognizes the role of technology in the workplace is constantly expanding and now includes social media communication tools that facilitate interactive information sharing, interoperability and collaboration. It is also a useful outreach and communication resource for members of the public. However, City social media sites and personal social media sites must be kept separate at all times.

The purpose of this policy is to provide guidelines for employees with respect to the use of social media.

24.2 **DEFINITIONS.**

24.2.1 **Blog:** (Short for web-log) Personal online journal that can be updated by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Examples include, but are not limited to Blogger, LiveJournal, and Twitter.

24.2.2 **Chat Room:** Way of communicating through video and/or audio transmissions or by sending text messages to people in the same chat room in real-time. The term can mean any technology ranging from real-time online chat over instant messaging and online forums to fully immersive graphical social environments.

24.2.3 **Online Forum:** Online discussion group where users can post comments, information, links, graphic media and thoughts, either anonymously or as themselves, usually not in real-time.

24.2.4 **Personal Website:** Website created or configured by an individual for business, social, or entertainment purposes.

24.2.5 **Social Media:** Media used for social interaction using highly accessible and scalable publishing techniques. Examples include, but are not limited to blogs, chat rooms, online forums, social networking sites, websites, and wikis.

24.2.6 **Social Networking Site:** Website or online service that enables users to create public profiles within that website and form relationships with other users of the same website who access their profile. Examples include, but are not limited to Facebook, LinkedIn, and MySpace.

24.2.6 Website: Any computerized document, file, or menu accessible on the Internet.

24.2.7 Wiki: Website that allows users to freely create and edit web pages using a web browser. Examples include, but are not limited to Wikipedia and Wikitravel.

24.3 CONDUCT ON CITY SOCIAL MEDIA SITES. Each City social media site is the sole proprietorship of the City of Green Bay. Employees may be authorized to create and post content on City social media sites, but do not own the accounts.

All City social media sites shall be operated in conformance with and be consistent with applicable state, federal, and local laws, regulations, and policies including all information technology security policies. This includes any applicable records retention time periods.

Employees shall not blur or combine their personal and professional lives when operating a City social media site.

24.3.2 Policy/Legal Compliance.

- a. All City-related communication through social media must be conducted in accordance with the City's *Electronic Communication and Information Systems Usage Policy*, *Harassment and Discrimination in the Work Place Policy* and/or other applicable policies.
- b. City social media sites shall adhere to applicable federal, state, and local laws. This includes any applicable open records requirements. Any content maintained in a social media format that is related to City business is public record. Content must be able to be managed, stored, and retrieved to comply with applicable laws.

24.3.3 Establishment of Sites. City social media sites must be approved by the Department Head and IT Administrator. Department Heads shall be responsible for determining who is authorized to use social media on behalf of the City and for designating appropriate access levels.

24.3.4 Terms of Service (TOS). Employees using social media to communicate on behalf of the City should be aware of the Terms of Service (TOS) of the particular form of media. Each form of social media has its own unique TOS that regulate how users interact using that particular form of social media. Employees should consult the most current TOS in order to avoid violations. If the TOS contradict any City policy, then Management and/or Human Resources will determine whether the use of that form of social media is appropriate.

24.3.5 Content of Posts and Comments. Employees using social media to communicate on behalf of the City should be mindful that individuals who view such communication may believe any statements made are on behalf of the City; therefore, employees should use discretion before posting and commenting. Once these posts or comments are made they can be seen by anyone and may not be able to be "taken back." Communication should include no form of profanity, obscenity, or copyright violations. Likewise, confidential or non-public information should not be shared.

Great care should be given to screening social media communication made on behalf of the City as improper posting and use of social media tools may result in disciplinary action.

Employees should not use City social media sites for political purposes, to conduct private transactions or engage in private business activities.

24.3.6 Privacy. Employees should have no expectation to privacy while using the Internet on any City system or facility on or off premises. The City reserves the right to actively monitor current content and review past content. The City also reserves the right to restrict and/or remove any content that is deemed in violation of any applicable policies and/or laws.

24.4 CONDUCT ON PERSONAL SOCIAL MEDIA SITES. Personal social media sites must remain personal in nature and be used to share personal opinions. Employees must maintain a distinction between sharing personal and official City views.

24.4.1 Use of Disclaimers. When operating personal social media sites, employees should use a disclaimer to ensure that stated views and opinions are that of the employee and not of the City. A disclaimer is required when:

- a. Referring to work done by the City;
- b. Commenting on any City-related matters;
- c. Reposting comments made by other on any City-related matter;
- d. Providing a hyperlink to the City website; or
- e. Creating or referencing forums on City-related topics. Examples include, but are not limited to Twitter hashtags or Facebook groups.

24.4.2 Personal Use of City Electronic Systems and Services. Employees should refer to the City's *Electronic Communication and Information Systems Usage Policy* for information regarding authorized personal use of City electronic systems and services.

Employees may not use their City email account or password in conjunction with personal social media sites.

24.5 COMMENTS. Employees may be subject to discipline for comments that are threatening, slanderous, or detrimental to other employees, the City, or anyone associated with or doing business with the City.

24.6 VIOLATIONS. Failure to comply may result in disciplinary action, up to and including termination. Unlawful use, based on the level of the offense, may result in referral for criminal prosecution.

24.7 REVIEW AND REVISION. The City reserves the right to rescind and/or amend this, and all City policies, at any time.