

ADMINISTRATIVE POLICY AND PROCEDURES

TO: All City Employees
FROM: Kenneth Grey, City Manager
DATE: June 3, 2015
SUBJECT: Social Media Policy

Introduction

This policy applies to all City of Selma employees, and all associates who represent and/or volunteer for the City of Selma or one of its commissions/councils.

The City of Selma understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your 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. The term "social media" includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal, or diary, personal web site, social networking or affinity web site, web bulletin board, or a chat room, as well as any other form of electronic communication, whether or not associated or affiliated with City of Selma.

Understand Your Rights and Responsibilities in Using Social Media Technology

Use good and ethical judgement. To the extent your social media use impacts the City's employees, volunteers, commission/council member and clients, follow City of Selma's 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 City policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job/volunteer performance, the performance of your co-workers/volunteers, is detrimental to the mission and function of the City of Selma or otherwise adversely affects members of the public served by City of Selma, people who work/volunteer on behalf of City of Selma or otherwise adversely affects legitimate business interests, may result in disciplinary action up to and including termination.

Always be fair and courteous to co-workers, customers, members, suppliers, general public or people who work on behalf of City of Selma. Also, keep in mind that you are more likely to resolve complaints by speaking directly with that individual or by utilizing other channels such as by speaking with City of Selma's Human Resources Department, or by filing an internal complaint or grievance, if applicable, than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, that disparage customers, members, associates, or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, religious creed, color, 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.

Make sure you are always honest and accurate when posting information or news and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about City of Selma co-workers, associates, members, customers, suppliers, people working on behalf of City of Selma, or competitors.

Do not disclose information that may violate City of Selma, client or employee rights. For example, do not post internal reports, policies, procedures, other internal business-related confidential communications, another individual's social security number, medical information or financial information in a manner that violates the City's or that person's rights.

Do not create a link from your blog, website, or other social networking site to a City of Selma website without approval from City of Selma.

Express only your personal opinions. Never represent yourself as a spokesperson for City of Selma. If City of Selma is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of City of Selma, co-workers, associates, members, customers, suppliers, or people working/volunteering on behalf of City of Selma. If you do publish a blog or post online related to the work/volunteering you do or subjects associated with City of Selma, make it clear that you are not speaking on behalf of City of Selma. 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 City of Selma."

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. So therefore, understand that even if you have private settings, 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.

Using Social Media at Work

Refrain from using social media while on work/volunteer time or on electronic equipment that the City provides, unless it is work-related as authorized by City staff. Do not use City of Selma e-mail addresses to register on social networks, blogs, or other online tools utilized for personal use.

Retaliation is Prohibited

The City of Selma prohibits taking negative action against any employee, volunteer, associate, or member of the general public for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee/volunteer who retaliates against another 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.

Media Contacts

Employees, volunteers and members of City Commissions/Councils should not speak to the media on City of Selma behalf without contacting the City Manager. All media inquiries should be directed to the City Manager.

ACKNOWLEDGMENT AND UNDERSTANDING OF POLICY

I acknowledge receipt of the City of Selma's Social Media policy. I understand that it is my responsibility to read, comprehend and adhere to its contents. If I have any questions, I will contact my Department Head/Supervisor or the Personnel Officer or his or her designee.

Signature

Date

Print Name