

SOCIAL MEDIA POLICY:

CITY OF FORT PAYNE

1. PURPOSE AND APPLICATION

- a. The purpose of this policy is to establish City of Fort Payne general standards and responsibility for the acceptable use of social media. This policy governs the use, administration, management, monitoring, and retention of social media and social media content, consistent with state, federal and city laws and regulations.
- b. This policy is applicable to all employees or officers of the City, including part-time and full-time employees.
- c. In addition to this policy, all social media activity shall comply with any and every other applicable city policy, state or federal law, including but not limited to:
 - i. Open records policy
 - ii. Open meeting act
 - iii. IT Use, Security and Accessibility Policy
 - iv. Ethics/Conflict of Interest Policy
 - v. Public Records and Record Retention Policy

2. DEFINITIONS

- a. Social Media Channels: Any online communication channel dedicated to community-based input, interaction, content-sharing and collaboration including websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation and wikis. Social media can take many forms, including but limited to text, images, and video. Examples covered include, but are not limited to Facebook, Twitter, LinkedIn, YouTube and Google+.
- b. Authorized Employee: An employee who has been authorized to post social media content on behalf of the city.
- c. Mobile Apps: Technologies that can be downloaded to smartphone and tablets and accessed on the go; provides publishing abilities to authorized employees who work at a city worksite or offsite.

3. EMPLOYEE RIGHTS

Nothing in this policy will be interpreted or applied in a manner that interferes with employee rights to organize, form, join, or assist labor organizations, to bargain collectively through representatives of their choosing to the extents allowed by law, or to engage in other concerted activities for the purpose of addressing the terms and conditions of employment. Further, nothing in this policy is meant to prevent an employee from exercising his or her right to make a

complaint of discrimination or other workplace misconduct. This policy does not prohibit employees from publicly expressing an opinion on a matter of public concern that does not unduly disrupt city operations.

4. USE OF SOCIAL MEDIA

Official Use of Social Media on Behalf of the City

- a. Only employees authorized by action of the City Council shall post content to social media on behalf of the City.
- b. Authorized employees shall not disclose confidential or proprietary information acquired by way of their official position with the City. This restriction applies whether the information is disclosed on professional or personal social media channels, or by any other method.
- c. all official use of social media must be through authorized official social media accounts. Authorized employees using social media for official purposes are prohibited from using personal social media accounts for those purposes. This is to facilitate compliance with public records law and protect information on personal account from public disclosure.
- d. Authorized employees shall always consider whether it's appropriate to post an opinion, commit the city to a course of action, or discuss areas outside the employee's expertise online.
- e. Authorized employees posting content on behalf of the city may not include profanity or obscenity.
- f. Authorized employees posting content on behalf of the city shall respect the intellectual property rights of others and shall comply at all times with intellectual property laws including the Copyright Act and the Lanham Act. Authorized employees shall seek legal counsel before posting any content subject to trademark or copyright protection to ensure compliance with the law.
- g. Authorized employees shall conduct themselves in a professional manner at all times while utilizing or posting to city social media channels. Authorized employees are prohibited from engaging in disagreements or arguments with members of the public who may be critical of the city on social media channels.
- h. Authorized employees shall comply with the Terms of Service of social media channels utilized on behalf of the city.
- i. The City reserves the right to delete posts that are objectionable or offensive in nature, not relevant or off-topic, inaccurate, and those which violate a social media channel's Terms of Service.
- j. City Clerk shall have final authority to edit or remove content from any of the City's social media channels.

k. Hourly employees shall not work on social media for official city purposes after hours without prior approval. This is considered overtime, and failure to obtain prior authorization may be cause for corrective action.

Personal Use of Social Media

a. Employees shall not access personal social media accounts at work for personal communications.

b. Employees shall not use a city email address when using social media channels for personal use.

c. An employee shall not characterize him or herself as representing the City, directly or indirectly, in any social media channel posting or account. The use of a city email address, job title, official city name, seal or logo shall be deemed an attempt to represent the city in an official capacity and is prohibited on personal use of social media. Other communications leading an average viewer to conclude that a posting was made in an official capacity shall also be deemed an attempt to represent the city in an official capacity and is prohibited.

Desktop applications:

In order to prevent accidental posting of personal information on or from city social media channels, authorized employees should not use professional and personal social media channels in the same system for managing social media channels (e.g. the same dashboard). If employees use desktop applications to manage city social media channels, they must use their city email address and a password that's unique to the application (i.e. not the same as their city email password). Employees should use a personal social media use.

Mobile Apps:

Authorized employees shall use different mobile apps for professional and personal use of social media channels. If an employee uses Twitter's mobile app to manage a city Twitter account, for example, they should not use that same mobile app to send personal tweets. It is recommended that authorized employees with smartphones download social media mobile apps such as the Facebook Page Manager mobile app to post information to city social media channels. Mobile apps should be set up to allow authorized employees to post to a city social media channel without accessing the employee's personal social media accounts.

5. USE OF PERSONAL ELECTRONIC DEVICES WHILE ON DUTY

a. A personal electronic device means any device that electronically communicates, sends, receives, stores, reproduces or displays video, voice or text communication or data. These shall include, but not be limited to, cell phones, tablets, e-readers, ipods/ipads, digital music devices, laptops, smartphones, and any devices used to connect with any of the above.

b. Due to the special nature of the function of E911, the possession of any personal electronic device in the operations area is strictly prohibited.

c. The operations area is hereby defined as any portion of the E911 area beginning at the public entrance to the exit door in the bay area.

d. That other employees may use personal electronic device during work hours for limited times, but only if said use does not interfere with work responsibilities.

e. Should the employee's direct supervisor determine that the use of personal electronic device is interfering with performance of duties by an employee, the supervisor may, after consultation and authorization of the City Clerk, revoke the right to use a personal device while at work.

6. DISCLOSURE AND PRIVACY

EMPLOYEES HAVE NO EXPECTATION OF PRIVACY WHEN USING CITY OWNED EQUIPMENT. THE CITY HAS THE RIGHT TO ACCESS AND MONITOR ITS COMPUTERS, EQUIPMENT AND SYSTEMS WITHOUT WARNING OR ANY SPECIFIC NOTICE TO EMPLOYEES. Any use of city owned equipment shall entitle the city to examine all use thereof and postings thereon whether posted for city business or personal.

7. DISCIPLINARY ACTION

Disciplinary action in violation of these regulations shall be grounds for disciplinary action, up to and including dismissal.