

Social Media Policy Examples

Below is the Social Media Policy that was referenced during the concurrent session, “*Navigating the Shaky Ground of Nexus and Off-Duty Misconduct*” at our ATC.



SECTION X.X: SOCIAL MEDIA

A. Purpose

The purpose behind this policy is to make an employee aware of his or her privacy rights and prohibited conduct with respect to an employee's actions and its impact on the Employer when using social media sites on and off duty. This policy is also intended to ensure efficient use of employee time and to minimize any distraction from an employee's assigned tasks and duties. It will allow the Employer to ensure that Employer rules are followed and all employees are treated fair and consistent.

Employees shall remember they are paid by public funds and the public holds them to a high standard of professionalism. The Employer has an overriding interest and expectation in deciding what is "spoken" on behalf of the Employer. This policy is not meant to infringe on one's right to free speech, rights under R.C. 4117, or any other protected activity.

B. Scope

All employees will be subject to and held accountable for any conduct outlined in Social Media Policy. This policy works in conjunction with other related personnel policies and procedures (e.g. harassment).

C. Social Media refers to the use of websites such as, but not limited to, Facebook, Myspace, Twitter, Flickr, LinkedIn, Instagram. For purposes of this policy, Blogs and other internet forums of shall also be covered. Nothing in this policy is meant to prohibit access to any social media website or Blog which may be work-related.

D. Policy

1. On Duty Conduct – While at work, an employee may only access social media websites, Blogs and/or other internet forums of communication during their lunch or breaks. This includes access from a personal cellular device (E.g.,

Blackberry device, Smartphone, iPhone, etc.) during an employee's compensated hours of work.

2. On and Off Duty Conduct – An employee enjoys no expectation of privacy to information posted into cyberspace even while off duty. This includes anything posted to a social media website, Blog, or other similar internet forum of communication. Although information may be posted to a “private” webpage, the employee should be aware this information can still be accessed by the public and other sources in a number of ways. Because of this, an employee needs to use “common-sense” when posting comments, photos, opinions, or any other information related to his or her employment. Any social media activity which portrays the Employer in a negative light will be evaluated and may result in disciplinary action up to and including termination. Examples of prohibited conduct include, but are not limited, to:
 - a. Posting one's photograph while wearing the Employer's uniform (or other similar attire, which could be misidentified as the official uniform);
 - b. Posting pictures, videos, or comments that are insubordinate with respect to the employee's employment
 - c. Posting pictures, videos, or comments that constitute or could be construed as unlawful behavior;
 - d. Knowingly or recklessly posting false information about the Employer, supervisors, coworkers, public officials, or those who have a relationship with the Employer. This also includes disparagement of a fictitious character or computer-generated likeness that resembles the above.
 - e. Posting, transmitting, or disseminating any pictures or videos of official training, activities, work-related assignments, or statements about or naming clients without the express permission of a supervisor.
 - f. Posting pictures, videos, or comments that are sexual, obscene, violent, offensive, harassing, or pornographic in nature along with any reference to the Employer or individual's employment.
3. Employees shall not imply they are speaking on behalf of the Employer unless authorized to do so. Should an employee speak on matters of employment, the employee shall include a disclaimer.
4. Confidential Information – An employee shall not disclose any work-related confidential or proprietary information on any social media website, Blog, or other internet forum of communication. This can include information that may eventually be obtained through a valid public record's request.

5. Employees are encouraged to follow the internal complaint procedure and not take to the internet to voice work-related complaints.
6. Employees found to have violated any part of this policy may be subject to discipline up to and including termination.
7. Any deviation from the above policy shall be approved by the Employer in writing.
8. Any questions regarding the policy should be directed to the employee's immediate supervisor.
9. Employees shall take note of the following: DELETE DOES NOT MEAN DELETE. Once something is posted into cyberspace it remains there.

Acknowledgement

I, _____, have received and read the Social Media Policy. I understand that the Employer may monitor my compliance with the policy. I further understand that monitoring can extend beyond Employer-provided equipment and my time at work. I understand that I am required to abide by the policy and may be subject to discipline up to and including termination for violations. I realize any question concerning my conduct or use of such website should be addressed to my immediate supervisor.

Signature

Date