


<b>TITLE: Social Media Policy</b>	<b>POLICY NO.: 28</b>
<b>EFFECTIVE: 9/1/2013</b> 	<b>CREATED: 6/2013</b>

### **Purpose**

The City of Hilliard ("City") may at times supplement traditional communication methods with the use of social media. This need primarily stems from public demand and the rapid growth of social media use by other governmental entities to enhance communications. Generally, the City supports the use of social media to enhance official communications, including collaboration and the exchange of information that serves to meet the City's mission and goals.

This Policy establishes the City's guidelines, protocols and procedures for the use of social media by City Departments and its employees in furthering the City's mission and communicating to the public. Should the City change its direction on social media use, this policy will be revised and all social media activity shall be adjusted accordingly.

### **DEFINITIONS:**

*Social Media* – various forms of discussion and information sharing including social networks, blogs, video sharing, podcasts, wikis, message boards and online forums. Technologies include: Picture-sharing, wall-postings, e-mail, instant messaging and music-sharing to name a few. Examples of social media applications include, but are not limited to Google and Yahoo Groups (reference, social networking), Wikipedia (reference), My Space (social networking), Facebook (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and micro blogging), LinkedIn (business networking), and news media comment sharing/blogging.

*Social Networking* – the practice of expanding the number of one's business and/or social contacts by making connection through web-based applications. Social networking may include joining clubs and organizations for staying connected. This Policy focuses on Social Networking through the use of the internet to promote these connections and which is only now being fully recognized and used through web-based groups established for that purpose. Examples of websites dedicated to social networking include: Friendster, LinkedIn, My Space and Facebook.

## **APPLICABILITY**

This Policy applies to all City employees (full-time, part-time, temporary, seasonal), including temporary employees provided by outside temporary employment agencies, as well as volunteers, Board and Commission members, independent contractors and any other person who is provided access to the City's computer technology systems (collectively, "City Personnel" for the purposes of this policy).

## **POLICY FOR OFFICIAL USE OF SOCIAL MEDIA AND SOCIAL NETWORKING**

### **A. General**

The use of Social Media and Social Networking by City Departments and City Personnel shall adhere to applicable state, federal and local laws, regulations and City policies. The State of Ohio public records law and policies apply to Social Media and Social Networking content and therefore content may at times be subject to the City ensuring it is able to be managed, stored and retrieved to comply with these laws and to comply with the City's records retention policies.

### **B. Responsibility**

Only the Mayor or his/her designee shall be responsible for, and shall act as, the City's one and only official communication source to maintain the City's official web presence and to direct all Social Media/Networking communication. It is the responsibility of the Human Resources Director to administer security and monitoring measures that support this Policy.

It is the responsibility of all City Departments/Division Heads who want to communicate on the web and engage in Social Media/Networking in an official City capacity, to coordinate the request through the Human Resources Director or his/her designee.

### **C. Content Management**

The City reserves the right to restrict or remove content from any City Social Networking site that is deemed in violation of this Policy or any applicable law.

Where possible, Social Networking sites should link back to the official City Internet site ([www.hilliardohio.gov](http://www.hilliardohio.gov)) for the public to retrieve official city forms, applications, permits, documents and other information and to request a City service or inquire about a service.

Each approved City Social Networking site shall include the following disclaimer:

*The purpose of this site is to present matters of public interest in the City of Hilliard, Ohio, including its residents, businesses and visitors. While we encourage the questions, comments and concerns, but please note this is **not a public forum.** All requests that require an official City response or action, including the request for a service or for the submission of permits, applications or other City forms must be made on the City's official website.*

*Once posted, the City of Hilliard, Ohio reserves the right to delete submissions/comments that contain:*

- i. Vulgar or profane comments and/or language;*
- ii. Personal attacks of any kind;*
- iii. Offensive comments that promote fear, foster or that perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, sexual orientation, national origin, physical or mental disability, veteran or military status;*
- iv. Solicitations of commerce, spam or links to other sites;*
- v. Clearly off topic or not topically related to the particular site or blog article being commented upon;*
- vi. An avocation of illegal activity;*
- vii. The promotion of particular services, products or political organizations;*
- viii. An infringement of copyrights, trademarks or other intellectual property;*
- ix. Personally identifiable medical information;*
- x. Statements encouraging or soliciting sexual contact or that provides links to websites containing sexual content;*
- xi. Information that may tend to compromise the safety or security of the public or public systems.*

*Please note that the comments expressed on this site do not reflect the opinions and positions of the City of Hilliard, Ohio government its elected officials, officers and employees.*

#### **D. Employee Guidance for Participating in Private Social Networking**

The City understands Social Networking has become a common form of communication in the workplace and among stakeholders and citizens. Employees that choose to participate in Social Networks as a City employee during work hours should adhere to the following guidelines.

Access to Social Media networks within the City's IT infrastructure is limited to individuals performing official City business and to departments with sufficient information and technology security controls. Personal/private employee blogging or the personal/private use of such Social Media sites such as Facebook, MySpace or Twitter is prohibited during working hours.



Employees are also prohibited from using City computers to interface with other Internet-enabled devices such as Blackberries, for personal/private use during work hours.

When engaging in private blogging, employees shall not attribute personal statements, opinions or beliefs as being made by, attributed to, and/or consented to by the City or any of its elected officials. Make it clear that you are speaking for yourself and not on behalf of the City.

If you publish content on any non City-sponsored website and that content is related to the work you do for the City, or is related to subjects associated with the City, use a disclaimer such as the following: "The postings on this site are my own and do not represent the City's positions or opinions, or that of any of its elected officials or employees."

Employees are prohibited from disclosing confidential information or information that could breach the security of the City's computer system in any way. Follow all privacy protection laws and protect sensitive and confidential City information. Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws. Employees are also prohibited from using the City's official logo and/or trademarks on the internet for private communications.

Employees found to be in violation of any provision or part of this Policy may be subject to disciplinary action, up to and including termination of employment.

#### **E. Employee Monitoring**

Employees are cautioned that they should have no expectation of privacy while using the internet during work hours. Any postings you make can be reviewed by anyone, including the City. The City reserves the right to monitor comments or discussions about the City, its elected officials, employees, or citizens posted on the Internet by anyone, including employees and non-employees. The City reserves the right to use blog-search tools and software to monitor forums such as blogs and other types of personal journals and social networking sites to enforce this policy.

Employees are cautioned that they should have no expectation of privacy while using City equipment or facilities for any purpose, including authorized purposes.

#### **F. Other Employee Rights**

Nothing in this Policy is intended to limit or shall be construed as limiting any rights held by an employee under any applicable law, including the right to engage in any activity specifically permitted under applicable law.

All questions relating to this Policy, your personal blog or social networking, shall be directed to the Human Resources Director.

#### **IV. EMPLOYEE ACKNOWLEDGEMENT/RECEIPT OF FORM**

All employees are required to acknowledge, via the attached Acknowledgement form, that they have received a copy of the City's Social Media Policy.

CITY OF HILLIARD

SOCIAL MEDIA POLICY ACKNOWLEDGEMENT

I acknowledge that I have received a copy of the City's Social Media Policy and that I have read, understand and agree to comply with the terms of this policy.

\_\_\_\_\_  
Print Employee Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Signature