


## Administrative Policies and Procedures

<b>SUBJECT: Employee Social Media Policy</b>		<b>HRM – 13.24</b>	
Effective Date: 4/1/2017	Revision Date: N/A	Revision #: N/A	Page: 1 of 1
Authority: Town Manager 		Legal Review:	
Revises Policy: N/A			

### I. PURPOSE:

The use of social media presents certain risks and carries with it certain responsibilities. The purpose of this Social Media Policy is to provide guidelines and best practices for the appropriate use of social media as an employee of the Town of Jupiter.

### II. DEFINITIONS:

- A. Social Media** Internet-based digital communication platforms that integrate user-generated content and user participation to share information, opinions and other content such as photos, videos, articles, and other publications. Social media sites may include but is not limited to Facebook, Twitter, Instagram, SnapChat, Vine, Pinterest, LinkedIn, Flickr, YouTube, Google +, etc.
- B. Social Networks** Online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience.
- C. Social Media Content** Any materials, documents, photographs, graphics, and other information that is created, posted, distributed, or transmitted using social media Internet sites or social media tools.
- D. Post** Any message, picture, graphic, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by, any social media account or network.

### III. SCOPE:

This policy shall apply to all employees of the Town of Jupiter.

### IV. POLICY:

- A.** The use of social media is voluntary and not required as a condition of your employment. Refrain from using social media while on work time or on equipment provided by the Town, unless it is work-related or

you are an authorized social media user as outlined in Community Relations Social Media Policy.

- B.** Review the Respectful Workplace Policy, Internet Usage Policy, Ethics Policy, Community Relations Social Media Policy, Youth Camp Social Media and Communications Policy and Jupiter Police Department General Order 29.7 – Department Computer Systems, to ensure your use of social media, specifically content posting, is consistent with these policies. Inappropriate content posting on social media networking sites that includes discriminatory remarks, harassment, bullying, defamation, and threats of violence or similar inappropriate or unlawful conduct that contributes to a hostile work environment will not be tolerated and may subject you to progressive disciplinary action up to and including termination.
- C.** Express only your personal opinions. If you list your employer on your personal social media account, never represent yourself as a spokesperson for the Town of Jupiter. If the Town is the subject of content that you are creating, or you are responding to an existing post, be clear and open about the fact that your views do not represent those of the Town of Jupiter, fellow co-workers, residents or vendors.
- D.** Refrain from posting content that could show poor judgement or reflect poorly on you and the Town of Jupiter. Social media networking sites are not the forum for venting personal complaints about supervisors, co-workers or the organization.
- E.** Do not create a personal social media account or profile with your Town of Jupiter email address.
- F.** Do not create a link from your personal social media networking site, blog, or website to a Town of Jupiter networking site.
- G.** As with all State Statutes, employees are required to adhere to Chapter 119 which defines the policy on public records. Many records are subject to public records law, however some are considered exempt. Any posts made on your personal social media account could be subject to public records law. Any posts made to your personal social media account could also potentially violate exemption statutes. Therefore, do not post any Town of Jupiter public business to your personal social media site.
- H.** Any social media content that is posted to a Town of Jupiter social media Platform is archived and subject to public records laws.

## V. PROCEDURE

- A.** All Town employees are responsible appropriate online conduct when engaging in the use of social media as it relates to the business of the

Town of Jupiter. All Town employees are responsible for assisting in the prevention of the misuse of this form of communication by refraining from inappropriate conduct on social media and reporting acts of misuse to a supervisor.

- B.** Refer to the Respectful Workplace Policy, complaint procedure to report acts of harassment.
- C.** Any employee who files a good faith complaint of harassment shall not be retaliated in any manner whatsoever, and any employee, supervisor or manager who attempts any act of retaliation shall be subject to disciplinary action up to and including discharge. There also shall be no retaliation against any employee for assisting, testifying, or participating in the investigations of such a complaint.
- D.** Town employees who violate the Employee Social Media Policy may be subject to progressive disciplinary action, up to and including termination as outlined in the Disciplinary Actions Policy 9.02.

#### **IV. BEST PRACTICES AND TIPS FOR SUGGESTED USE:**

- A.** Even deleted postings can be searched.
- B.** Use good judgement and common sense. If you are about to post content that makes you the least bit uncomfortable, review it again. If you are still unsure about the content don't post it.
- C.** Even if you use privacy tools, assume that everything you post, exchange or receive on a social media network is public.
- D.** If you do list Town of Jupiter as your employer in your profile of your social media account, know that by doing so you could be perceived as a spokesperson of the Town by others when expressing your opinion about Town business.

