

No. IT- 023	Policy Name: Social Media Policy
Effective Date: 7-1-2011 Last Revised Date: 7-4-2014	Citywide Policy <u>X</u> IT Policy <u>_</u> IT Procedure <u>_</u>
Approved By: IT Director	

Social Media Policy

ATTACHMENT C. Employee Guidance for Participating in Social Networking

The City of Hampton understands that social networking and Internet services have become a common form of communication in the workplace and among stakeholders and citizens. Social networks are 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. Employees that choose to participate in social networks as a City employee should adhere to the following guidelines.

1. City policies, rules, regulations and standards of conduct apply to employees that engage in social networking activities while conducting City business. Use of your City e-mail address and communicating in your official capacity will constitute conducting City business.
2. City employees shall notify their supervisor and the IT department if they intend to create a social networking site or service to conduct City business.
3. Departments have the option of allowing employees to participate in existing social networking sites as part of their job duties. Department Heads may allow or disallow employee participation in any social networking activities in their departments.
4. Protect your privacy, the privacy of citizens, and the information the City holds. Follow all privacy protection laws , i.e., HIPPA, and protect sensitive and confidential City information.
5. Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any others laws that might apply to the City or your functional area.
6. Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval.
7. Make it clear that you are speaking for yourself and not on behalf of the City of Hampton. If you publish content on any website outside of the City of Hampton and it has something to do with the work you do or subjects associated with the City, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the City's positions or opinions."
8. Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in the City's workplace. Avoid comments or topics that may be considered objectionable or inflammatory.
9. If you identify yourself as a City employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens and other stakeholders.
10. Correct your mistakes, and don't alter previous posts without indicating that you have done so. Frame any comments or opposing views in a positive manner.
11. Add value to the City of Hampton through your interaction. Provide worthwhile information and perspective.