

CITY OF PARMA SOCIAL MEDIA POLICY PERSONAL USE OF SOCIAL MEDIA



Purpose

The purpose of this policy is to educate City employees that their personal use of social media technologies may be the proper subject of City review and corrective action where there is a nexus between the personal use and the workplace.

This policy does not extend to, and is not intended to, impair or diminish City employees' rights as provided by the Ohio Public Employees' Collective Bargaining Act or similar labor laws.

Policy

The City recognizes that City employees may use social networking platforms, social media sites, and other Web 2.0 technology (collectively "social media") in their personal capacity outside of official job functions and that such use is subject to certain constitutional and statutory protections.

Off the job use of social media must remain personal in nature and be used to share personal opinions or non-work-related information. Following this principle helps ensure a distinction between sharing personal and City views.

Pursuant to Chapter 5 ("Conditions of Employment"), Section 5.22 ("Corrective Action") of the City of Parma Personnel Policy Manual, any violation of this Social Media Policy may be cause for disciplinary action by the City, up to and including termination of employment.

Guidelines for Personal Use of Social Media

City employees are expected to adhere to the following guidance whenever they choose to engage in the personal use of social media:

- Personal usage identity credentials and authenticators must be distinct from City issued credentials and authenticators. Never use a City e-mail account or associated password in conjunction with a personal social network, social media site, or any other Web 2.0 technology.
- City employees are prohibited from posting information, statements, comments, or other content on behalf of the City on personal social media sites or platforms.
- Personal use of social media must be conducted in a manner that no impression is created that the City employee is speaking on behalf of the City. When discussing or commenting on City business, the employee must: 1) state his/her name and, if relevant, role; and 2) use a clear disclaimer indicating



the employee is not communicating on behalf of the City, such as: “*The postings on this site are my own and don’t reflect or represent the opinions of the City for which I work.*”

- City employees are strictly prohibited from displaying on their social media any City issued property, including without limitation uniforms, equipment, and vehicles.
- City employees are strictly prohibited from disclosing City’s proprietary and confidential information.
- City harassment and discrimination policies, confidentiality policies, ethics rules, code of conduct, and workplace violence policies are applicable to all social media usage.

City Resources

The City’s IT infrastructure (computer hardware, operating systems, networks, etc.) may not be used by City Employees for personal use of social media. City employees have no expectation of privacy in their use of social media while using any system or device provided by the City or any system or device the cost of which is reimbursed by the City. The City retains the right to monitor, search, access, inspect and read all information contained on any system or device provided or reimbursed by the City.

Personal Use of Social Media During Work

City employees are permitted to use their own devices and data connections for personal use of social media during work hours. Any such use must not interfere with work responsibilities and must be consistent with the guidelines of this policy and any additional use policies adopted by the employee’s department. Excessive personal use of social media during work is prohibited.

ACKNOWLEDGMENT

I acknowledge that I have received, read, and understand the City of Parma Policy on the Personal Use of Social Media. I will comply with the guidelines set forth in this policy and understand that failure to do so may result in disciplinary or legal action.

Signature

Date

Printed Name

Title/Department