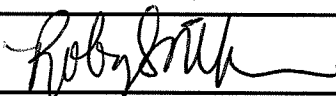




## Human Resources Policies and Procedures

Policy Title: <b>Employee Personal Use of Social Media</b>	Policy Number: <b>2.13</b>
Effective: <b>November 30, 2015</b>	
Supersedes: <b>Employee Personal Use of Social Media 3/10/14</b>	
Approval: 	Page 1 of 4

### 1.0 Scope

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Full-time          | <input checked="" type="checkbox"/> Salaried     |
| <input checked="" type="checkbox"/> Part-time          | <input checked="" type="checkbox"/> Union        |
| <input checked="" type="checkbox"/> Temporary/Contract | <input type="checkbox"/> Independent Contractors |

*Employees who are covered under the provisions of a collective bargaining agreement will follow the standards as contained in their respective contracts if this policy conflicts with the language in the contract.*

### 2.0 Purpose

The purpose of this policy is to establish the guidelines for employee personal use of social media accounts. This policy does not apply to the official use of city social media accounts. This policy is not meant in any way to diminish or restrict employee rights to appropriately engage in protected concerted activity under law.

### 3.0 Policy

The City of Ann Arbor understands that social media can be a fun and rewarding way to share experiences and opinions with family, friends, and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities.

### 4.0 Responsibility

Human Resources Services shall monitor compliance with this policy within all Service Areas and locations. Each Service Area Administrator shall implement this policy within his or her own area. It is the responsibility of each employee to follow this policy and abide by its intent.

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## 5.0 Definitions

**Social media** – forms of electronic communication (such as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content, including videos. Examples include but are not limited to: Twitter, Facebook, LinkedIn, dating sites, Pinterest, Snap Chat, Vine, YouTube, etc.

**Work time** – for purposes of this policy, does not include break time and other nonworking hours.

**Confidential Information-** non FOIA-able information, see APP 104 – Release of Public Documents.

## 6.0 Procedures

When posting information or news pertaining to the City of Ann Arbor, assure you are always honest and accurate, and if you make a mistake correct it immediately. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be recovered. Never post any information or rumors that you know or believe to be false or inaccurate about the City of Ann Arbor, fellow employees, patrons, vendors or people working on behalf of the City of Ann Arbor.

### 6.1 Post only appropriate and respectful content

- Maintain confidential information of the City of Ann Arbor, fellow employees, patrons, vendors or people working on behalf of the City of Ann Arbor. Before posting internal reports, policies, procedures, or other internal business-related confidential information, contact the Communications Office. Do not create a link from your blog, website, or other social networking site to the City's main website without prior permission.
- When you retweet, share or forward messages, you become responsible for the content of the original message.
- Only express your personal opinions. Never represent yourself as a spokesperson for the City of Ann Arbor. If the City is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the City, fellow employees, patrons, vendors, or people working on behalf of the City. If you do publish a blog or

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post online related to the work you do or subjects associated with the City, make it clear that you are not speaking on behalf of the City. It is best to include a disclaimer such as "The posting on this site are my own and do not necessarily reflect the views of the City of Ann Arbor."

- Do not use social media to harass, bully or discriminate against patrons, residents, contractors, volunteers, employees, vendors or people working on behalf of the City of Ann Arbor, see Human Resources policies 2.1, 2.2, 2.12 and 2.14 for definitions.
- Do not post **inappropriate** photos of city facilities, employees, patrons, residents, contractors, vendors, volunteers on your personal social media.
- Do not post photos on your personal social media of city related individuals, (such as employees, patrons, residents, contractors, vendors, volunteers) that are taken during the course of your job.
- Do not post photos of city facilities or city events taken during the course of your job on your personal social media without express written permission from your management.

## **6.2 Using Social Media at Work**

Refrain from using social media while on work time, unless it is work-related, as authorized by your supervisor or manager and consistent with the Information Technology Policy Manual. Do not use any City of Ann Arbor email addresses to register for personal social media accounts.

## **6.3 Retaliation is Prohibited**

The City of Ann Arbor prohibits taking adverse action against any employee for reporting a possible violation of this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible violation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination of employment.

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## **7.0 Applicability of Other Policies and Procedures**

The same principles and guidelines found in the Standards of Conduct policy apply to your activities online. Ultimately, you are responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects the City of Ann Arbor's legitimate business interests may result in disciplinary action up to and including termination of employment.

Ensure your postings are consistent with these policies:

- HR Policy 2.1 Employee Standards of Conduct
- HR Policy 2.2 Employee Discrimination and Harassment
- HR Policy 2.3 Conflict of Interest
- HR Policy 2.14 Workplace Bullying
- IT Policy 701 Computer and Technology Use Policy
- APR Policy 102 Guidelines for City Communications

Inappropriate postings that include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may be subject to disciplinary action up to and including termination of employment.

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