

## **City of New Cordell/New Cordell Utility Authority**

### **Social Media Policy**

#### **Purpose:**

At the City of New Cordell and the New Cordell Utility Authority we understand that social media can be a fun and rewarding way to share your life 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. To assist you in making decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees who work for the City of New Cordell and the New Cordell Utility Authority.

#### **Guidelines:**

In a rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's blog, personal web site, social networking, web bulleting, whether or not associated or affiliated with the City of New Cordell and the New Cordell Utility Authority as well as any other form of electronic communication. The same principles and guidelines found in the City of New Cordell and the New Cordell Utility Authority's policies apply to your activities online. Ultimately you are solely 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 your job performance, the performance of fellow employees or otherwise adversely affects your employer, customers, suppliers or business interest may result in disciplinary action up to and including termination.

#### **Policy:**

Inappropriate postings that may 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.

Always be fair and courteous to your employer, fellow employees, customers, suppliers or any contractors who work on behalf of the City of New Cordell or the New Cordell Utility Authority. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly to your employers or co-workers or by utilizing Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage employers, customers, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law.

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the City of New Cordell, the New Cordell Utility Authority, fellow associates, customers, suppliers, employees, employers or people working on behalf of the City of New Cordell-New Cordell Utility Authority.

Post only appropriate and respectful content.

Maintain the confidentiality of the City of New Cordell and the New Cordell Utility Authority with any confidential information. You are entrusted with information that must be kept confidential. Posting pictures or information about any customer or patient will not be tolerated and may be subject to disciplinary action up to and including termination.

Never represent yourself as a spokesperson for the City of New Cordell or the New Cordell Utility Authority unless you are specifically given that task in writing from your employer.

Employees are to refrain from using social media while on work time or on or in City of New Cordell or New Cordell Utility Authority offices or equipment unless it is work-related as authorized by your manager or consistent with policy. Do not

use City of New Cordell or New Cordell Utility Authority email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited. The City of New Cordell or New Cordell Utility Authority prohibits negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.