

7.2 SOCIAL MEDIA

When you are participating in social networking, you are representing both yourselves personally and the Town. During non-work hours, there is no intention to unduly restrict a staff's ability to have an online presence and/or to mandate what staff can and cannot say. This policy is intended to provide you with a set of guidelines for appropriate online conduct and to avoid the misuse of this communication medium. This policy is not intended to restrict the flow of useful and lawful communications, but to minimize the risk to you, your coworkers and the Town. This policy should not be interpreted to restrict employee communications that are otherwise authorized and/or protected by law.

7.2.1 DEFINITION OF SOCIAL MEDIA

Social Media refers to the means of interactions among people to create, share, exchange and comment on contents among themselves in virtual communities. Social media includes: Facebook, blogs, YouTube, instant messaging, LinkedIn, Twitter, Instagram, among others.

Many sites defined above have the ability to blur the lines between work and personal environments. Keep this in mind and make sure to have a balance of information that shows respect, shares only appropriate information, and maintain confidential information about employees, the Town and the residents.

7.2.2 POLICY GUIDELINES

- a) If you identify yourself as a Town employee, make it clear that you are speaking on your own behalf and not on behalf of Town.
- b) Do not post any confidential, sensitive or proprietary information about the Town.
- c) Do not post any information related to Town's citizens that is obtained by you as a result of your employment with the Town. .
- d) Do not post or display comments about co-workers, supervisors or Town that are vulgar, obscene, threatening, intimidating, harassing, knowingly false/defamatory and/or a violation of Town's policies, including but not limited to its policies against discrimination and/or harassment and its Code of Conduct.
- e) Do not post statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, 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, age, sexual orientation, active military or veteran status, ethnicity, national origin, gender identity and expression, religion or any other status protected by law or Town policy.

- f) As a Town staff, be aware that you are responsible for the content you post and that information remains in cyberspace forever.
- g) Be aware that you are not anonymous when you make online comments. Information on your networking profiles is published in a very public place. Even if you post anonymously or under a pseudonym, your identity can still be revealed.
- h) On personal sites, no supervisor may "Friend" any employee who reports to him/her. Employees participating in professional sites, such as LinkedIn, may designate co-workers as friends or associates.
- i) Any Social Media behavior or conduct either on or off-duty that elevates to harassment as defined by the Town Harassment Policy – or any other Town policy - will be subject to subject to disciplinary action.
- j) Users who violate the policy may be subject to disciplinary action, up to and including termination of employment. If you have any questions about this policy or a specific posting out on the web, please contact Human Resources.