

1.7(2): Social Media

This policy applies to all employees.

POLICIES AND PROCEDURES

Social media includes all means of communicating or posting information or content of any sort on the Internet, including an employee's or someone else's blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or chat room, whether or not associated or affiliated with the County, as well as any other form of electronic communication.

Know and follow the rules

Employees shall carefully read the Employee Manual, including the policies in Section 1, and ensure that their social media postings are consistent with these policies. Inappropriate postings, including discriminatory remarks, harassment, threats of violence or similar inappropriate or unlawful conduct, that violate these employment policies will not be tolerated and may subject employees to disciplinary action, up to and including termination.

Be respectful

Employees shall keep in mind that they are more likely to resolve work-related complaints by speaking directly with co-workers, supervisors, or a representative from People and Culture Services than by posting complaints to a social media outlet. Nevertheless, if employees decide to post complaints or criticism, they shall avoid using statements, photographs, video or audio that could reasonably be viewed as malicious, obscene, threatening or intimidating, that disparage others, or that might constitute harassment or bullying.

Be honest and accurate

Employees shall make sure that they are always honest and accurate when posting information, and that if mistakes are made, they are corrected quickly. Employees shall never post any information or rumors that they know to be false about the County, fellow employees, or others with whom they have a working relationship.

Do not disclose confidential information

Employees may not share confidential information that is learned while performing their official duties. Disclosure of confidential information in social media may subject employees to disciplinary action, up to and including termination.

1.7(2): Social Media (continued)

Express only personal opinions

Employees shall never represent themselves as a spokesperson for the County. If the County is a subject of the content created by employees, employees should be clear and open about the fact that they are an employee and they are not speaking on behalf of the County.

Using social media at work

The use of social media at work should comply with the Policies in this manual and, specifically, with the “Personal Use” section of Policy 1.7(1).

Retaliation prohibited

The County prohibits taking negative action against any employee for the good-faith reporting of a possible deviation from this policy or for cooperating in an investigation.

Media contacts

Employees shall not speak to the media on the County’s behalf without contacting the Communications Department. All media inquiries should be directed to the Communications Department.