

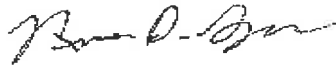
City of Calistoga

POLICY AND GUIDELINES USE OF SOCIAL MEDIA

Policy Authorization

Effective Date May 3, 2013

Revision Dates (1) _____ (2) _____



Authorization _____
Richard Spitler, City Manager

OVERVIEW

Social media is an important personal communication tool for many people. It is also changing the way we work, offering new ways to connect with customers, colleagues, and the world at large. We believe these connections can help us to build a stronger, more successful community. Public conversations related to the work we are doing and the things we care about are an important element in achieving our mission of effective public service.

The principles for successfully navigating the electronic world of social media are the same as the ones employees are expected to apply face to face every day, with customers and with each other:

- Be respectful of the rights and opinions of others. Be willing to agree to disagree and move on.
- Be transparent and honest.
- Add value: Be part of the conversation but don't take it over. Stay on topic.
- Avoid hateful speech, personal attacks, flaming, profanity, vulgarity, pornography, nudity and abusive language.
- Keep personal information--your own and especially that of others--private.
- Be smart: Almost everything you write or receive on a social media site is public or can be discovered.

PURPOSE

This policy provides organizational guidelines for engaging in social media interactions in and about the workplace.

POLICY

GENERAL POLICY: The City strives to ensure that communications made in and about the workplace meet the highest standards of professionalism. All rules that apply to

other employee communications also apply in the use of social media. Employees are expected to adhere to legal requirements and ethical guidelines, conflict of interest policies and confidentiality policies, when using or participating in social media. Respectful and courteous treatment of coworkers and customers is a City behavioral expectations for all employees. This policy is not intended to improperly restrict employees from engaging in concerted activity, including discussing their wages, hours and working conditions with other employees.

BEST PRACTICE EXPECTATIONS:

- Act responsibly and honestly: When participating in online communities, do not misrepresent yourself. If you talk about work related matters that are within your area of job responsibility, you must disclose your affiliation with the City. Stick to what you know, and identify any vested interests you may have. Follow the Terms of Service of any social media platform used.
- Be clear that you are expressing your opinion. Unless authorized to speak on behalf of the City, you must state that the views expressed are your own.
- Protect yourself: Be careful about what personal information you share online. Use privacy settings to control who can access your information; and remember that you cannot control what others do with information you provide. Exercise appropriate discretion when using social network sites for personal communication (with friends, colleagues, etc.) with the knowledge that your behavior may be observed by customers, colleagues, and others. Remember that any information you post to the internet is public information and could be seen by family, friends, customers, colleagues or supervisors.
- If anyone from the media or press contacts an employee about postings that relate to the City in any way, employees are expected to notify their supervisors before responding.
- Follow the City's policies for appropriate treatment of others. The City will not tolerate conduct which contributes to illegal discrimination or the creation of a work environment which is hostile to anyone on the basis of age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances); nor will the City tolerate conduct which is offensive, harassing or intended to harm the reputation of others .
- Do not disclose non-public financial or operational information. This includes preliminary financial or operational plans, attorney-client privileged information, and personal information about customers and coworkers. The City's business is conducted publicly through council meetings. If it's not already public information, it's not your job to make it so.
- Post your own material. This will ensure that you are compliant with all copyright and trademark laws.
- Keep it legal. Employees may not post content or conduct any activity that fails to conform to any and all applicable state and federal laws.

- Respect City time and property: City computers and time on the job are for City business; limited personal use may be approved by supervisors. Personal use of City electronic resources to access social networking sites is limited to incidental use and should be done during personal (non-work) time only. Incidental use must not interfere with an individual's performance of his/her assigned job responsibilities or someone else's job performance, or compromise the functionality of the City's network.

OFFICIAL SOCIAL MEDIA USE ON BEHALF OF THE CITY: Only City employees authorized by their supervisors may use social networking web sites to conduct City business. Such use must be reviewed and approved for site content and appropriateness of material by the supervisor.

CITY ACCESS: Employees using City equipment to engage in social media have no right to privacy of information sent, received, or stored in City electronic devices. Additionally, in response to concerns, complaints or information provided by individuals regarding potential policy breaches, City administration may look up profiles and other information on social networking sites and may use the information in informal or formal investigations and proceedings.

WHO IS COVERED

This policy applies to all City employees and contractors of the City of Calistoga, who identify themselves with their City affiliation or use their City email address in social media platforms such as professional society blogs, LinkedIn, Facebook, Twitter, YouTube, Flickr, etc. for deliberate professional engagement or conversation. These guidelines apply to private and password protected social media as well as to open social platforms.

PROCEDURES

City Manager: The City Manager is responsible to make and implement policy decisions regarding the appropriate use of social media in adding value to the overall work environment.

Department Head: Each department head is responsible to ensure that staff in his/her department are compliant with City policies, and to investigate and correct situations which have a negative impact on the overall work environment.

Supervisor: Each supervisor is responsible to educate employees on the contents of this policy, and to monitor workplace situations to ensure compliance. All supervisory personnel are advised that a supervisor bears an affirmative responsibility for ensuring a respectful and productive workplace for all employees.

Employees: Employees are required to maintain compliance with this policy, and to seek clarity and/or permission from their supervisors if they are unclear as to the appropriateness of an activity, or if they have any questions regarding this policy.

Inquiries regarding the application of this policy may be directed to employee's supervisor, department head, any human resources management staff available, or directly to the City Manager.

***AGREEMENT FOR USE OF SOCIAL MEDIA AS A CITY OF CALISOTGA
EMPLOYEE***

By signing this agreement, I certify that I understand the terms and conditions of this agreement and the City's policy, and I accept responsibility for adhering to the agreement. I also understand that violations of the policy may result in disciplinary action as provided for in the City's Personnel Rules, including termination.

Employee Full Name: _____

Employee Signature: _____

Date: _____