

DRAFT - FOR DISCUSSION PURPOSES ONLY

Policy Number: Section 62-79		Issued 2-18-2016
Social Media Policy		Effective:

NEW ADDITION TO:

ARTICLE III - EMPLOYMENT

Section 62-79 - Social Media Policy

Policy Introduction and Purpose

This Policy is meant to address the evolving Internet medium as an integral form of both business and social communications, by creating awareness among Village employees of the related opportunities and risks associated with its use. The Village recognizes that employees have the right to express themselves online, and this Policy is not meant to create arbitrary rules for social media usage, or curtail constitutionally protected free speech.

As an employer, however, it is appropriate to establish codes of conduct and reasonable expectations that should be applied to such communication activities when those expressions may have consequences to the Village of Westmont, its employees and/or the community that Village of Westmont employees represent. Positions funded by taxpayer dollars are subject to greater scrutiny, and therefore must be held to higher standards of behavior, than those in private sector organizations. The global accessibility of Internet communication makes representations related to the Village of Westmont even more important to monitor and protect.

“Social media” (a/k/a social networking) is defined as: any website or medium (including video) that allows for interactive communication in the open with Internet users. Social media includes all types of postings on the internet, including but not limited to, social networking sites (i.e. Facebook, LinkedIn, Google+, etc.), blogs and other online journals or diaries, bulletin boards and chat rooms, microblogging (i.e. Twitter, etc.), posting on video sharing sites (i.e. YouTube, etc.) or photo management and sharing sites (i.e. Flickr, etc.) and posting on a personal profile or website.

Rules and Guidelines

I. General Rules and Guidelines

The following rules and guidelines apply to the use of social media, whether such use is for the Village of Westmont on Village time, for personal use during non-work time, outside the workplace or during working time while using Village-owned equipment. (Using the Village of Westmont’s equipment to access social media sites for personal use is also governed by the Electronic Communications and Record Retention Policy. Employees should also refer to this Policy before accessing such sites via the Village’s equipment). These rules and

Village of Westmont	
---------------------	--

DRAFT - FOR DISCUSSION PURPOSES ONLY

Policy Number: Section 62-79		Issued 2-18-2016
Social Media Policy		Effective:

guidelines apply to all employees.

1. Employees must obtain advance permission and approval of content from the Village before using social media for Village of Westmont business purposes. Employees granted permission to use social media outlets for Village business purposes are responsible for complying with this Policy and applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright or plagiarism, records retention, Freedom of Information Act/FOIA, First Amendment, privacy, information security policies, and protocols established by the Village.
2. Wherever appropriate, links to more information should direct users back to the Village's official website for more information, forms, documents, or online services necessary to conduct business with the Village.
3. Employees representing the Village via social media outlets must identify themselves as Village employees and conduct themselves at all times as representatives of the Village of Westmont.
4. Employees who fail to conduct themselves in a professional manner, and/or who are found in noncompliance with any personnel manual policies, administrative protocols, and department rules and regulations, will be subject to the corrective action procedures found in the personnel manual.
5. Employees are prohibited from discussing confidential, work-related matters through the use of social media. Confidential work-related matters include, but are not limited to, security procedures, information technology systems and passwords, strategic plans, unapproved draft documents, documents and communications protected by attorney-client privilege, sensitive financial information, customer lists, and other proprietary, non-public information. Employees also have a duty to protect employees', vendors', and the public's home addresses and other personal information.
6. Employees cannot use social media to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against co-workers, managers, customers, clients, vendors, elected officials, Village Administration, suppliers, any organizations associated or doing business with the Village of Westmont, or any members of the public, including web site visitors who post comments. The Village's anti-harassment and EEO policies apply to use of social media in the workplace.

DRAFT - FOR DISCUSSION PURPOSES ONLY

Policy Number: Section 62-79		Issued 2-18-2016
Social Media Policy		Effective:

7. Employees with permission to use social media for Village business purposes shall do so during their normal scheduled work week. Employees shall not use social media for Village business purposes during off-duty hours without advance permission from their Department supervisor.

This protocol is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions with co-workers.

II. Personal Use of Social Media

The following rules and guidelines, in addition to the rules and guidelines set forth in section 1 above, apply to employee use of social media on the employee's personal time.

1. Employees should abide by the Village of Westmont's Electronic Communications and Record Retention Policy concerning personal use of the Village's computer and related equipment.
2. Employees who utilize social media and choose to identify themselves as employees of the Village of Westmont must make it clear that they are not speaking on behalf of the Village. Employees are strongly encouraged to state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of the Village of Westmont or of any person or organization affiliated or doing business with the Village of Westmont.
3. Employees may not use the Village of Westmont's logo, equipment or the name, or trademarks of any business partner, supplier, vendor, affiliate, or subsidiary on any personal blogs or other online sites unless their use is sponsored or otherwise sanctioned, approved, or maintained by the Village of Westmont.
4. Employees may not post the Village of Westmont's logo, image or confidential information or Village-issued documents or equipment bearing the Village of Westmont's name or logo.
5. Employees may not post photographs of work-related events, accident scenes, crime scenes, other employees or Village employees engaged in the Village of Westmont's business, events, or Village products [e.g. clothing, hats] unless employees have received the Village of Westmont's explicit permission. Any photographs that appear on the Village of Westmont's official website, social media sites, or other official releases, may be reposted by employees without requiring advance permission.

DRAFT - FOR DISCUSSION PURPOSES ONLY

Policy Number: Section 62-79		Issued 2-18-2016
Social Media Policy		Effective:

- 6. Employees cannot advertise or sell Village-owned products or services through social media unless employees have received the Village of Westmont’s explicit permission.

III. Employee Conduct

Employees are reminded that if it comes to the Village’s attention that an employee’s private communications on any social media site are inconsistent with this Policy, other policies, rules and protocol of the Village, and their employment obligations with the Village, their conduct may be considered by the Village in any evaluation or other employment action. Employees should have no expectation of privacy while using Village equipment and facilities for any purpose, including the use of social media. The Village of Westmont reserves the right to monitor and review the use of the Village’s IT systems and to block content that violates this Policy, and any Village of Westmont’s rules and guidelines.

All Village social media sites are subject to the Illinois Local Records Act, the Freedom of Information Act, and e-discovery laws and therefore, content must be able to be managed, stored and retrieved to comply with these laws.

V. Violations

The Village will investigate and respond to all reports of violations of this Policy and other Village rules and guidelines. Employees are urged to report any violations of this Policy to Human Resources. A violation of this Policy may result in discipline up to and including termination of employment.

IV . Protocols and Procedures Regarding Official Village Use of Social Media

The Village Manager and the Westmont Public Information Officer are authorized to create a document of protocols and procedures regarding official use of social media which will supplement this Policy. This Policy is subject to such protocols and procedures. The protocols and procedures, which will relate to content and style of Village-approved messages, must be followed by any employee authorized to post on social media as an official representative of the Village.

Policy Revision History

Policy Drafted: 2-18-2016 Policy Approved:

Village of Westmont	
---------------------	--