



## City of Biggs

### **Agenda Item Staff Report for the Regular City Council Meeting: March 21, 2011 6:00PM**

DATE: March 15, 2011  
TO: Honorable Mayor and Members of the City Council  
FROM: Pete Carr, City Administrator  
SUBJECT: Draft Social Media Policy (Discussion/Action)

Council will consider a draft policy which is new as to use of social media, and incorporates and updates the existing employee internet use policy.

#### **Background**

The City Council at its February 28<sup>th</sup> meeting discussed the risks of recently developed technologies and social media. A discussion guide was prepared by the City Attorney and considered. Staff was directed to prepare a draft policy for adoption.

One Attachment:  
Draft City of Biggs Employee and Council Internet, E-Mail and Social Media Policy

#### **Recommendation:**

Approve the proposed policy as drafted or with modifications, direct staff to publish with the City Policy and Procedures Manual and ensure all employees are made aware and accountable for the policy. Repeal and replace the existing 2003 policy: "Computers, Software, E-Mail, Internet and Telephone Services."

#### **Fiscal Impact of Recommendation:**

No budget impact, although this is a risk management issue.

## **City of Biggs**

### **Employee and Council Internet, E-Mail and Social Media Usage Policy**

The City of Biggs (City) provides access to the Internet to help employees and council members (employees) do their jobs. This City also acknowledges employees' incidental, occasional personal use of the Internet, including use of social media sites, such as Twitter and Facebook. This Internet, E-mail and Social Media Usage Policy is designed to help employees understand the City's expectations for the use of the Internet both at work and personally.

#### **Internet Work Usage Policy Regulations**

1. No employee should have any expectation of privacy as to his or her Internet usage.
2. The City reserves the right to inspect any and all files stored in any areas of the City network/accounts/sites.
3. Sexually explicit material may not be accessed, downloaded, archived, stored, distributed, edited or recorded using the City's computing resources.
4. The City's computing resources shall not be used to violate the laws and regulations of the United States or any other nation, or the laws and regulations of any state, city, province or other local jurisdiction in any material way.
5. Any software or files downloaded via the Internet into the City's computer resources become the property of the City. Any such files or software may be used only in ways that are consistent with their licenses or copyrights.
7. No employee may use the City's computer resources to download or distribute pirated software or data.
8. No employee may use the City's computer resources to propagate any virus, worm, Trojan horse, trap door program code or other forms of sabotage.
9. No employee may use the City's computer resources to disable or overload any computer system or network, or to circumvent any system intended to protect the privacy or security of another user.
10. Each employee using the Internet facilities of the City's computer resources shall identify him or herself honestly, accurately and completely.
11. Employees are not to use City computing resources to participate in unauthorized mass e-mail mailings, online gaming or gambling, stock trading, commerce for personal gain, dissemination of vulgar, racist, or obscene material, violations of copyright law, leaking sensitive or confidential information or attempting to hack into another system.

12. The City retains ownership of any material posted on the Internet by any employee in the course of his or her duties.
13. Employees must not reveal confidential information on the Internet except as authorized.
14. User IDs and passwords help maintain individual accountability for Internet resource usage. Any employee who obtains a password or ID for an Internet resource from the City must keep that password confidential. Each employee is responsible for any unauthorized Internet usage that occurs under his/her password or ID.
15. Employees should consider the materials they create and view as public records, subject to inspection.
16. Personal use of the computer, Internet, and e-mail should be limited to what could reasonably be considered his or her personal break time and similar to personal phone calls. Any employee who uses the City's computer systems for personal use does so at his/her own risk.
17. Employees should not access or post to personal social media sites during work hours, nor play games during work hours.

### **Internet Personal Internet Social Media Policy Usage Guidelines**

The City acknowledges that employees may have and utilize social media Internet sites on a personal, non-business basis. Such sites include but are not limited to: (a) weblogs (blogs, vlogs, microblogs, presence applications); (b) wikis; (c) social bookmarking; (d) social communication sites; (e) podcasts; (f) photos; (g) videos (video, vlogs, livecasting); (h) real-time web communications (chat, chat rooms, video chat), and (i) social networks sites (Facebook, twitter, Foursquare). These guidelines do not seek to infringe upon such usage. However, the fact is that the distinction between personal and employment life can become blurred, especially when the employer is a public entity. In part, the guidelines are offered for the purpose of separating such personal usage from City employment.

1. Employees should not access or post to personal social media sites during work hours. This can have the appearance to the public that employees are not actually working during the work day and can interfere with work performance.
2. Employees shall not disclose any employment-related confidential information through the Internet, generally, or via social media websites, specifically.
3. Perception is reality. Elected employees especially should bear in mind that social media site participation may cause the appearance of a discussion of City-related business in a forum other than a City Council meeting. Elected employees shall therefore refrain from such discussion. This shall not preclude the dissemination of information by employees to the public.

4. Employees acknowledge that the City's official source or "voice" on the Internet is the City's website. Therefore, employees should utilize that site, with the assistance of authorized staff, for dissemination of City-related information when possible. Elected employees should use caution when expressing opinions as it may result in your subsequent disqualification on the matter.

5. With the ease of tracing authors back from their posts and the amount of information online, finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link your personal writings to those you've done in a professional capacity. Always write as if everyone knows you. Never write anything you would not say out loud to all parties involved.

6. Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the City. Search engines can turn up posts years after they are created, and comments can be forwarded or copied.

7. Employees should refrain from using social media sites for the purpose of airing employment-related matters. If you choose to identify yourself as a City employee, please understand that some readers may view you as a spokesperson for the City. Therefore, where appropriate, make it clear that you are not speaking on behalf of the City.

8. Use common sense. You should refrain from posting items that could reflect negatively on the City or co-workers or otherwise embarrass the organization, including comments or other posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in the workplace. Show proper respect for people's privacy and for topics that may be considered objectionable or inflammatory, like politics and religion.

9. Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.

10. Don't use the City's logo, unless specifically authorized to do so.