



City of Woodstock
COUNCIL POLICY MANUAL
CPM #500-0010 - Social Media Policy
Effective Date: 10/12/2020

Purpose

The purpose of this policy is to establish guidelines for City of Woodstock non-elected employees who engage in social media activity. All employees of the City of Woodstock should remain mindful that, as public servants, they are generally held to a higher standard than the general public with regard to their on-duty and off-duty conduct, professionalism, and ethics. As a result, certain social media activity that may be tolerated or even acceptable in the private sector may nevertheless constitute a violation of this policy.

Acceptable Use

Personal Use

City employees may have personal social networking and/or social media accounts. These accounts should remain personal in nature and be used to share personal opinions and information. Accessing personal social networking or engaging in social networking shall be limited to personal time and not conducted while on-duty or engaged in City work tasks and responsibilities. Supervisors are authorized to restrict or prohibit workplace/on-duty social media activity, as appropriate. Such restriction must be made in writing to the City Manager.

Personal or business venture social media accounts shall not be utilized during working hours to conduct business. This includes utilizing social media for promotion or sales for a personal business or implying the City of Woodstock endorses your personal business venture.

City employees must refrain from engaging in any social media activity which disqualifies them from performing, or in any way reasonably calls into question their ability to objectively perform, any essential function of their job.

If an employee chooses to identify themselves as a City of Woodstock employee on their social media account, they should recognize that their social media activity is more likely to violate this policy.

City Employees shall not post, transmit, or otherwise disseminate any information they have access to as a result of their employment to include personal information, confidential information, photographs, audio and video

Professional Use

All official City-related communication through social media should remain professional in nature and should always be conducted in accordance with the City's Communications Plan and in line with all other City policies and ordinances including the personnel policy and Ethics Ordinance.

City employees should be mindful that inappropriate usage of official City social media can be grounds for disciplinary action.

Only employees authorized by the City Manager or his/her designee may publish content to a City website or City social media account. City Employees recognize that the content and messages they post on social media are public and may be cited as official City statements. Social media should not be used to circumvent other City communication policies, including news media or legal requirements.

Approval and Registration

All City social media sites shall be (1) approved by the city manager or his/her designee; (2) published using approved social networking platform and tools; and (3) administered by City Manager or his/her designee.

The City of Woodstock reserves the right to require any employee to immediately remove any posted or uploaded text, audio recordings, video recording, photographs, etc. if such material constitutes a violation of this policy or other City of Woodstock policies.

Records Retention

City social media sites are subject to applicable public records laws. The Department maintaining a site shall preserve records pursuant to a relevant records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible.

Moderation of Third-Party Content

City social media sites serve as a limited public forum and all content published is subject to monitoring. User-generated posts will be rejected or removed when the content is considered obscene, offensive, confidential, threatening, harassing, discriminatory, profane, violent, or illegal.

Furthermore, the advertisement or promotion of commercial products or services on a City site is prohibited. Promotion or endorsement of political campaigns or candidates is also prohibited.

General Provisions

Exceptions to any provisions of this policy may be authorized by the City Manager and his/her designee.

Nothing in this policy is intended to or will be applied in a manner that violates any employee's constitutional rights or freedom of speech or any other statutorily-protected activity.

Any violation of this policy is subject to disciplinary action up to and including termination.