Developing a Social Media Policy
Purpose

• Boundaries to protect the integrity of the organization
  – Litigation field day
  – IT security nightmare
Purpose

• Social Media includes, but is not limited to the following:
  – multi media, video sharing, photo sharing
  – Social networking sites, such as Facebook, LinkedIn
  – Blogs and microblogs, such as Twitter
  – wikis
  – websites
  – comment areas on websites
Responsibilities

• Executive leadership
  – executing this policy

• Operations manager
  – ongoing training for employees

• All employees are responsible for following this policy.
Policy

- Adhere to
  - Federal law
  - State law
  - Local law
  - policies and guidelines set in the *Employee Advisory Handbook and Guidelines*
Social Media Code of Conduct

• Prohibited statements and materials
  • Defamatory content
  • Racially offensive
  • Discrimination
  • Pornography
  • Personal attacks
  • Illegal activity
  • Promotion of private ventures (services, campaign, political organization)
Social Media Code of Conduct

• Prohibited statements and materials
  • Material that contains vulgar, obscene or indecent language or images.
  • Proprietary and confidential information
  • Material that infringes the copyright of another person
Social Media Code of Conduct

Do not insult or disparage the organization, its products and services, or any employee or municipality, even if specific names are not mentioned.
Social Media Code of Conduct

• Restrict personal use of social networks while using the organization’s property
  – Desktop computers, laptops, and hand held devices
  – No interference with professional responsibilities
  – Social media games prohibited

• Applies to personally owned devices
Social Media Code of Conduct

• Employee communications on organization owned computers and telecommunications systems
  – not private
  – subject to Freedom of Information Act
  – user computer usage and internet activity subject to review
Social Media Code of Conduct

• Organization issued e-mail addresses and/or bearing the name of, or in association with, the organization
  – created with approval
  – not permitted for the creation or management of personal accounts
Social Media Code of Conduct

Repeating the same sentence I just said does not count as valid input or direction to solve a problem #coworker #dumbashell

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The articles on your site proves it again and again, and again and again and again and again; What a pathetic reporter and paper you really are !!!!

13 minutes ago
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Accountability

How to keep staff accountable?
Accountability

What happens?
Education

“’Google before you tweet.’ is the new ‘Think before you speak.’”
Education

• Better to ask for permission than forgiveness
  – Staff Meetings
  – Follow up communication from executive leadership
  – Lunch n’ Learn
  – Review policy prior to new hire
  – Include in new hire orientation
  – When is doubt, ask or just don’t do it.
Tools for Enforcement

- Employee Advisory Handbook and Guidelines
- Gather an acceptance signature from current and future employees.
- Performance review
“Traditional e-mail is dead.”

-Mark Zuckerberg, Facebook