

**TOWNSHIP OF RED ROCK  
POLICY/PROCEDURE**

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<b>A-25</b>	Social Media Personal Use Policy	APPROVED:	<b>15</b> Day	<b>06</b> Month	<b>2020</b> Year

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**Social Media Personal Use Policy**

**Intent**

Corporation of the Township of Red Rock strives to maintain a positive image in the community, and has adopted this policy to ensure that our staff members are aware of their responsibility to maintain a positive image as a representative of our organization. Corporation of the Township of Red Rock employees and volunteers who maintain personal social media pages (for example, Facebook, LinkedIn, personal blog, Twitter, Instagram) are expected to comply with the guidelines set out within this policy.

Staff and Volunteers continue to act as representatives of this organization outside of regular business hours, and should conduct themselves appropriately.

**Definitions**

Social media: “Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content” (Merriam-Webster Dictionary). These include but are not limited to Facebook, Twitter, LinkedIn, Snapchat, and Instagram.

**General Guidelines**

Township employees and Volunteers who maintain personal social media pages or accounts must comply with the following guidelines as they relate to their association with Corporation of the Township of Red Rock. Employees and Volunteers will be held accountable for what they write or post on social media or webpages. Inflammatory comments or unprofessional or disparaging remarks made about the organization, its employees, customers, vendors, or competitors may result in disciplinary action up to and including termination.

Employees should follow the guidelines below when making posts or comments on any social media site whether public or private.

Employees shall conduct themselves professionally both on and off duty. Where an employee publicly associates with the company, all materials associated with their page may reflect on the company. Please be advised that inappropriate comments, photographs, links, and so on should be avoided.

Posts involving the following will not be tolerated and will subject the individual to discipline:

- Proprietary and confidential company information;

- Discriminatory statements or comments of a harassing or bullying nature regarding co-workers, management, customers, or vendors; and
- Defamatory statements regarding the company, its employees, customers, competitors, or vendors.

Where an employee or volunteer mentions the company, they must include a disclaimer stating that any opinions expressed are the employee's own and do not represent the company's positions, strategies, or opinions.

Employees who use these sites are prohibited from publishing any private organizational information or any negative comments regarding the organization therein.

Corporation of the Township of Red Rock employees or volunteers are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated company representative.

Use of personal social media may not conflict with any existing policies of Corporation of the Township of Red Rock whatsoever. This includes the Employee Code of Conduct Policy.

Employees are prohibited from using personal social media during regular working hours; employees should limit use to official breaks (for example, eating periods). The use of social media must not harm user productivity or efficiency. As Internet access at Corporation of the Township of Red Rock is monitored, please be advised that excessive use of social media for personal reasons is a misappropriation of company time and resources, and may be subject to disciplinary action.

Company policies governing the use of copyrighted materials, corporate logos, and other forms of branding and identity apply to electronic communications. Employees are prohibited from using Corporation of the Township of Red Rock protected materials (copyright material, branding, or logos) without prior express written permission.

Corporation of the Township of Red Rock strictly prohibits the use of company-owned computer resources for illegal downloading or uploading of copyrighted materials without express written permission and authorization from the copyright holder.

This policy is not intended to interfere with the private lives of our employees, or impinge on their freedom of speech. This policy is designed to ensure that the image and branding of Corporation of the Township of Red Rock are maintained, as well as the health and safety of employees.

Employees should abide by these guidelines whether they mention the company by name or not. Even if the name is not mentioned in a post, it is possible a link can be made back to Corporation of the Township of Red Rock which can negatively affect the company's reputation. Where a link can be made between a negative or inflammatory post and the company, even if not named directly, the employee may be subject to disciplinary action.

Any employee who fails to follow the guidelines set out in this policy may be subject to disciplinary action up to and including termination of employment.

### **Customer Use**

Employees should also be aware that many customers and persons present on company property frequently use mobile phones and other devices to take photographs

or make recordings. Employees should always represent the company positively and professionally so negative images are not posted on social media sites of customers or visitors.

Employees who are photographed or recorded acting inappropriately or unprofessionally may be subject to disciplinary action up to and including termination or employment.

**Acknowledgement and Agreement**

I, \_\_\_\_\_, acknowledge that I have read and understand the Social Media Personal Use Policy of Corporation of the Township of Red Rock. I agree to adhere to this policy and will ensure that employees working under my direction adhere to this policy. I understand that if I violate the rules set forth by this policy, I may face disciplinary action up to and including termination of employment.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_