



## CITY OF CHANDLER

### ADMINISTRATIVE REGULATION

EFFECTIVE DATE:

June 8, 2009

DATE LAST REVIEWED:

March 1, 2012

NUMBER:

CC Reg CAPA-07

DPR:

CAPA

## SOCIAL MEDIA/SOCIAL NETWORKING

### I. PURPOSE

The purpose of this regulation is to give direction to City of Chandler employees, elected officials, volunteers and other affiliated organizations regarding the on-duty and off-duty use of Social Media web sites and engagement in Social Networking.

### II. RESPONSIBILITY

- A. It is the responsibility of the Communications and Public Affairs (CAPA) Department to act as the City's official spokesperson and maintain the City's official Web presence via Social Media/Networking and the Internet.
- B. It is the responsibility of the Information Technology (IT) Division to administer security and monitoring measures that support this policy.
- C. It is the responsibility of all City Departments and employees who want to engage in Social Media/Networking in an official capacity for their Department or division to coordinate this activity with CAPA and IT.
- D. The responsibility for assuring complete compliance with the provisions of this policy rests with the Department Director, supervisors and the individual employee involved. It is the responsibility of Social Media users and those engaged in Social Networking to stay informed regarding City policies related to this activity.

### III. DEFINITIONS

*Social Media* - various forms of discussion and information sharing including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. Examples of social media applications include but are not limited to Google and Yahoo Groups (reference, social networking), Wikipedia (reference), MySpace (social networking), Facebook (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and microblogging), LinkedIn (business networking), and news media comment sharing/blogging.

*Social Networking* - the practice of expanding the number of one's business and/or social contacts by making connections through web-based applications. Social networking may include joining clubs and organizations or staying connected through phone conversations and written correspondence such as letters. This Administrative Regulation focuses on

Social Networking as it relates to the Internet to promote such connections and is only now being fully recognized and exploited, through Web-based groups established for that purpose. Examples of web sites dedicated to social networking include, but are not limited to Friendster, LinkedIn, MySpace and Facebook.

#### **IV. PROCEDURES**

- A. Access to the Internet and/or Internet email may be assigned by Department Directors and then set up and supervised by the Information Technology Division. Employees should follow regulations and policies according to the City's E-Mail and Electronic Communications Acceptable Use Policy. Some aspects of that policy that relates to employees' use of social media/networking resources include the following:
1. Regardless of the user's location when accessing the Internet, Internet E-mail or Lotus Notes, if the account being used is one provided by the City, employees should conduct official City business via that access.
  2. Use of the City-provided Internet, Internet E-Mail and Lotus Notes is a privilege. Unauthorized use will result in the loss of access for the user and, depending on the seriousness of the infraction, may result in disciplinary action as deemed appropriate.
  3. Employees should recognize that there are restrictions and limitations to use of the Internet and its related technologies. There is a limited amount of personal use that is understood and permissible, but employees should be as conservative as possible in such personal use and understand that public records laws may bring their use under scrutiny by the media and public.

Examples of what could be considered "limited personal use" include scheduling of personal appointments and communications regarding work-related social events including birthdays, births, retirements, etc. This time should be kept short in duration in terms of time accessed. Short is defined as less time than would typically be taken as a personal break during the workday that would be deemed acceptable by a direct supervisor, or such time as given prior approval by one's supervisor. This time is in lieu of taking regularly scheduled approved breaks.

Restrictions from personal use include, but are not limited to:

- a. Use for personal or financial gain.
- b. Discourteous communication to or about other persons or organizations.
- c. Solicitation, including charitable campaigns, except as specifically authorized or part of official City-sponsored events to the extent permitted by the City's Personnel Rules and Regulations, i.e., blood drives, United Way, etc.
- d. Issuing or forwarding chain mail and other frivolous messages such as practical jokes or remarks regarding or relating to a person's class, religion, gender, race, national origin, disability, sexual orientation or any other factor that could offend a reasonable person.

- e. Accessing any adult (pornographic), hate group or gambling site. In the event that such access is required for official business, i.e., Police, Director approval detailing such access is required.
- 4. The City's E-mail and Internet communications are not private and will be monitored.

B. Social media sites

- 1. Personal private employee blogging or personal/private use of social media sites such as, but not limited to Facebook, Twitter, etc. is prohibited during working hours. City-owned computers or devices such as Internet-enabled personal digital assistants (PDAs) (e.g. Blackberries or other smart phones) may not be used for personal/private blogging or personal/private social media use at any time.
- 2. Blogging or use of social media sites such as but not limited to Facebook, Twitter, etc. when doing so as the official spokesperson for a Department must be authorized by the employee's Department Director and coordinated with the City's CAPA and IT departments. CAPA will serve as the official spokesperson for the City in the area of Social Media/Networking.
- 3. Use of social media of a business nature such as but not limited to LinkedIn or a "Members Only"-site maintained by a City-approved professional organization may be permitted during work hours if limited to a professional rather than personal nature and kept short in duration in terms of time accessed. Short is defined as less time than would typically be taken as a personal break during the workday that would be deemed acceptable by a direct supervisor, or such time as given prior approval by one's supervisor.
- 4. Employees assume any and all risk associated with their off-duty personal/private blogging and use of social media on non-City-owned equipment. The City may require the immediate removal of material and/or take disciplinary action for personal/private blogging or personal/private use of social media sites by employees that causes disruption of the workplace or impairs the mission of the City. Employees who engage in personal/private blogging or use of social media sites may not:
  - a. Attribute personal statements, opinions, or beliefs to the City of Chandler;
  - b. Disclose confidential City information;
  - c. Use the City logo or trademarks; or
  - d. Post any material that: (i) constitutes harassment, hate speech, or libel; (ii) violates the privacy rights of fellow employees; or (iii) is disruptive to the work environment because it impairs workplace discipline or control, impairs or erodes working relationships, creates dissension among co-workers, interferes with job performance, or obstructs operations.

Rachie Marquez  
Communications & Public Affairs Director

3-6-12  
Date

Tom Schultz  
Chief Information Officer

3/6/12  
Date

Ron Slugas  
City Manager

3-6-12  
Date