CITY OF NORWALK - SOCIAL MEDIA USE POLICY

CITY OF NORWALK TECHNOLOGY DEPARTMENT

POLICY: SOCIAL MEDIA USE POLICY

EFFECTIVE DATE: 10/1/2018

I. Internet & Social Media Guidelines

With the rise of new electronic media, the way in which City of Norwalk staff can communicate continues to evolve. While this creates new opportunities for communication and collaboration, it also creates new responsibilities for our employees. The Internet is a fast-moving technology and it is impossible to cover all circumstances. However, the principles set out in this document should always be followed.

Social media is generally defined as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)”.

The City of Norwalk recognizes the importance of the Internet in shaping public thinking as well as the importance of City employees joining in and helping shape conversation through blogging and interaction in social media. The City is committed to supporting your right to interact knowledgeably in this domain.

These guidelines will help you open a respectful, knowledgeable interaction with others in the Internet. They also protect the privacy, confidentiality, and interests of the City.

These Internet and Social Media Guidelines apply to (but are not limited to), staff who use:

a. Social networking sites such as MySpace, Facebook, You Tube, etc.

b. Blogs (Blogs or websites which do not identify the blogger as a City employee, do not discuss the City of Norwalk, and are purely about personal matters normally fall outside of this guidance).

c. Twitter

d. Wikis such as Wikipedia and any other site where text can be posted.

II. Online Postings

Common sense is the best guide if you decide to post information in any way relating to the City of Norwalk. Your internet postings should:

a. Not disclose any information that is confidential or proprietary to the City...
b. Reflect your personal point of view, not the point of view of the City. You should neither claim nor imply that you are speaking on behalf of the City.

c. Not include City logos. This is to prevent the appearance that you speak for or represent the City officially.

d. Not utilize your City email address as the login for any of your personal social media accounts.

e. Exercise discretion, thoughtfulness, and respect for your colleagues, business associates, and fans. You are encouraged to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about the City, its employees, and its operations.

f. If the posting makes clear the association with the City, contain a simple and visible disclaimer such as “these are my personal views and not those of the City of Norwalk.”

g. Employees are encouraged to report any suspicious or threatening activity they see online to a Department Head or the Mayor’s Office. For emergency or dangerous situations, contact 911 immediately.

Additionally, you should recognize that you are legally liable for anything you write or present online. Employees can be disciplined by the City for commentary, content, or images that are defamatory, proprietary, harassing, libelous, or that create a hostile work environment acting as, or representing an agent/employee of the City.

As a final reminder, all media contacts about our City that come through your department’s social media page, or your personal social media accounts, should be referred to the Mayor’s Office. Employees should not engage directly with the press online. This is to protect the city from malicious attacks, phishing attempts, and allows time to verify the legitimacy of an inquiry. For more information, please refer to the City’s Media Relations Policy.

It is understood that some City Departments may benefit from having an independent social media page, or online content as a means of connecting with and/or sharing information with the public. Prior to creating a social media account for your department, approval is required by the City’s Communications Manager. The Communications Manager will ensure that all Norwalk Social Media aligns with the City’s public relations policies as well as IT security protocols.

III. Enforcement

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment.
IV. Document Distribution & History

This document is the property of the City of Norwalk and is distributed to all employees, contractors, and vendors with network access privileges for reference. Questions regarding this Acceptable Use document can be directed to the Norwalk Information Technology Department at (203) 854-7714.

Approvals:

ITT Committee: June 6, 2018

Director, Information Technology

Director, Personnel and Labor Relations

Corporation Counsel

Mayor Harry W. Rilling
V. City of Norwalk Social Media Use Policy – Employee Receipt

Please review the above Social Media Use Policy and return this form to the Personnel Department.

I have received, read, and agree to the Social Media Use Policy of the City of Norwalk.

_________________________  ____________________
Employee Signature        Date