



Department Name: All Departments
Department #

Policy No.
33

Policy Title: Social Media

Status:
Approved

Res.
#286/15

Date:
Nov. 4, 2015

Policy Statement:

The policy should establish the use of social networking websites by employees of the Village of Alix, contractors representing the Village of Alix, and Village of Alix Council members. These include, but are not limited to Facebook, MySpace, Nexopia, Twitter, Instagram, LinkedIn, Flickr, YouTube, and other similar sites. Personal blogs and discussion forums also fall within this policy.

Guidelines/Procedures:

1. In their capacity as private citizens, Village of Alix employees, contractors representing the Village of Alix and Village of Alix Council members have the same rights of free speech as other citizens, however they may not represent the Village of Alix on social media sites. Only Village of Alix employees facilitating social media sites may represent the Village of Alix.
2. Acting as a private citizen, a Village of Alix employee, contractor, or Council member must make every reasonable effort to make clear that their contribution to social media is as a private individual, and not as a representative of the Village of Alix.
3. Your online presence may reflect that of the Village of Alix. Be aware that your actions captured via images, posts, or comments can represent that of our organization. With the ability to use social media comes responsibility, so if a profile can link someone

to their place of employment, the employee should never post anything that could potentially embarrass or reflect poorly on his or her employer.

4. Be respectful to your employer, other employees, and those to which you make a comment. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in our workplace. Show proper consideration for others' privacy and for topics that may be considered objectionable, inflammatory, or embarrassing.
5. Do not reference or cite any situation, event, or place in which an employee, person, or member of the public can be identified without their express consent. In all cases, do not publish any identifiable information regarding an employee, person or member of the public.
6. Respect copyright laws, and reference or cite sources appropriately.
7. The Village of Alix logo may not be used without consent.
8. Personal blogs should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of your employer or anyone else. Be clear and write in first person. Make your writing clear that you are speaking for yourself alone.
9. Social media activities shall not interfere with work commitments.

Mayor

CAO

Date