



Chandler • Arizona

## CITY OF CHANDLER

### ADMINISTRATIVE REGULATION

EFFECTIVE DATE:

6/8/09

DATE LAST REVIEWED:

NUMBER:

CC Reg CAPA-07

DPR:

CAPA

### SOCIAL MEDIA/SOCIAL NETWORKING

#### **I. PURPOSE**

This regulation is to give direction to City of Chandler employees, elected officials, volunteers and other affiliated organizations that use City-provided electronic/computer resources to access Social Media Web sites and engage 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) Department 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. Technologies include: picture-sharing, wall-postings, e-mail, instant messaging, and music-sharing to name a few. 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 newsmia 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. Web sites dedicated to social networking include Friendster, LinkedIn, My Space and Facebook.

## PROCEDURES

A. Access to the Internet and/or Internet E-mail 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. Use of social media sites.

1. Personal/private employee blogging or personal/private use of such social media sites as Facebook, MySpace or Twitter is prohibited during working hours. It is also prohibited using City computers or devices such as Internet-enabled personal digital assistants (PDAs) such as Blackberries. Employees may not attribute personal statements, opinions or beliefs to the City of Chandler when engaging in private blogging. Employees are prohibited against disclosure of Confidential Information or information that could breach the security of the City's computer system in any way. It is also prohibited to use the City logo and trademarks. Employees are prohibited against posting any material that would constitute harassment, hate speech or libel. Employees assume any and all risk associated with blogging. The City may require immediate removal of, and impose discipline for, material that is disruptive to the workplace or impairs the mission of the City.

2. Blogging or use of such social media sites as Facebook, MySpace or Twitter 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 LinkedIn or a "Members Only"-site maintained by a City-approved professional organization may be permitted 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.

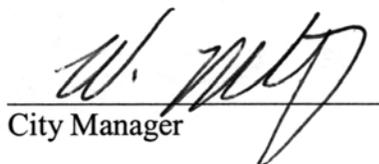
C. Any use of the Internet, Internet E-mail and Lotus Notes in violation of this policy may result in discipline up to and including termination. Unlawful use may result in referral for criminal prosecution.

  
Communications & Public Affairs Director

6-8-09  
Date

  
Chief Information Officer

6-8-09  
Date

  
City Manager

6/8/09  
Date