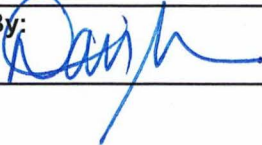


City of Lancaster
Human Resources Policy Manual

Policy Number: 510	Effective Date: 8/30/19
Subject: Social Media	Revision Dates:
Applies To: All Staff	This policy replaces all former policies addressing employee performance evaluations.
Authorized By: 	

Purpose

Social media is an integral part of the City of Lancaster's communication plan. It is crucial to how the City communicates with residents, business owners, visitors and other stakeholders. It allows the City to be more accessible, transparent and timely in communications with the public. Social media includes, but is not limited to, social networking sites (Facebook, Nextdoor), video & photo sharing sites (YouTube and Instagram), microblogging sites (Twitter), wikis, message boards, chat rooms, electronic newsletters, on-line forums, and other sites and services that permit users to share information with others in a contemporaneous manner. This policy provides rules and guidance for the creation of social media platforms for the City of Lancaster, use of the City's social media platforms and personal use of social media platforms.

PERSONS AND ENTITIES TO WHOM THIS POLICY APPLIES

This policy applies to, but is not limited to, individuals who are full-time or part-time employees, interns, seasonal workers and volunteers.

Policy

The following constitutes the policy of the City of Lancaster governing creation, management and use of City social media platforms and guidance for personal use of social media platforms.

A. City Social Media Sites

1. Roles and Responsibilities:
 - a. Departments are ultimately responsible for establishing, publishing, and updating their pages on existing social media platforms and creating new social media platforms. Frequent and regular updates are required.
 - b. At least one staff member within the department must be identified to manage the department's social media. This responsibility should be clearly articulated in their job description. Consideration for being identified as a department social media manager should be given to staff who have exceptional writing skills who can convey information clearly. They should also be knowledgeable of the department initiatives and able to answer questions posed by the public.
 - c. Additionally, they are responsible for adhering to the terms and policies of each social media platform as well as the policies contained herein.
 - d. The City monitors content on City websites and social media platforms to ensure adherence with the guidelines in this document and to ensure consistent citywide messages and information sharing. As such, the Chief of Staff and Communications & Marketing Manager retain the authority to remove pages or close sites if necessary.
 - e. All social media platforms must be identified as "an official City of Lancaster social media site".
2. Creation of City Social Media Platforms
 - a. All requests for new social media platforms must be coordinated through the Department's Director, the Mayor's Chief of Staff, and the Communications & Marketing Manager.
 - b. The Communications & Marketing Manager shall be the administrator of

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all City social media outlets and platforms. He/she will serve as a backup to each department's appointed manager and has the authority to post content and remove former social media administrators in the event of staff transitions within the department.

B. Employee Use of City Social Media Platforms

1. Employees utilizing City social media sites represent the City.
2. Employees need to know and adhere to the City's Employee Handbook and City Policies when using social media in reference to the City.
3. Employees should be aware of the effect their actions may have on their images, as well as the City's image. The information employees post or publish may be public information for a lengthy period of time.
4. Employees should be aware that the City may observe the contents and information made available by employees through the City's social media.
5. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the City, its employees or customers.
6. Employees are not to publish, post, or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check first with their Department Director and/or immediate supervisor.
7. Social media platforms sometimes generate press and media attention or legal questions. Employees should refer these inquiries to their Department Director.
8. If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of their immediate supervisor or Department Director.
9. Employees should get appropriate permission from their immediate supervisor or Department Director before referring to or posting images of current or former employees, members, vendors or suppliers. Employees should always obtain appropriate permission to use a third-party's copyrights, copyright of materials, trademarks, service marks or other intellectual property.
10. Employees should not try to remove posts showing unfavorable opinions posted on social media platforms. Department Directors are authorized to remove such posts only where they contain threats of violence or otherwise pose a danger to City personnel or property (e.g., posting of private addresses of city employees).
11. Employees authorized to post on City Social Media Platforms should use their best judgment in responding to negative posts, and when in doubt about whether to respond or the substance of a response, employees should consult with their Department Director. In that regard, employees must think of what they say on-line in the same way as statements they might make to the media or e-mails they might send to people they do not know. Employees should stick to the facts, give accurate information and correct mistakes right away.

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C. Employee Personal Use of Non-City Social Media Platforms

City of Lancaster employees, or those working on behalf of the City of Lancaster, who use social media and social networking services and tools for strictly personal use outside of the workplace do not require approval to do so.

However, the City of Lancaster recognizes that these types of tools can sometimes blur the line between professional and personal lives and interactions. Therefore, employees are reminded that, as representatives of the City of Lancaster, their office, and their Department, the rules and guidelines in this policy must be taken into consideration when participating on social media platforms and particularly when identifying themselves as employees of City of Lancaster or when context might lead to that conclusion.

By exercising discretion and common sense when employing social media for professional or personal purposes, employees will help assure that they do not inadvertently compromise applicable professional, legal, or ethical standards.

The following principles should be employed when using social media platforms in a non-official/personal capacity.

1. Be aware of your City of Lancaster association in online social networks. If you identify yourself as a City of Lancaster employee or have a public facing position for which your City of Lancaster association is known to the general public, make clear that all opinions or positions expressed are your own and not those of the City. In addition, ensure your profile and related content (even if it is of a personal and not an official nature) is consistent with how you wish to present yourself as a City of Lancaster professional, and is appropriate for the public trust associated with your position. Employees should have no expectation of privacy when using social media tools.
2. When in doubt, stop. Don't post until you are free of doubt. Be certain that your post would be considered protected speech for First Amendment purposes. You should add a disclaimer to your social networking profile, personal blog, or other online presences that clearly states that the opinions or views expressed are yours alone and do not represent the views of the City of Lancaster.
3. In a publicly accessible forum, do not discuss any department, agency or bureau related information that is not already considered public information. The discussion of sensitive, proprietary, or classified information is strictly prohibited. This rule applies even in circumstances where password or other privacy controls are implemented.

D. Discipline

Failure to comply with this policy may result in disciplinary action up to and including termination of employment.