

CITY OF ENGLEWOOD

IN

MONTGOMERY COUNTY, OHIO

RESOLUTION NO: 09-20

PASSED: February 11, 2020

A RESOLUTION: APPROVING A SOCIAL MEDIA POLICY AND PROCEDURES FOR THE CITY OF ENGLEWOOD, OHIO

WHEREAS, the City of Englewood (City) recognizes that Social Networking (such as personal web sites, blogs, Facebook, Twitter, online group discussions, text messaging, message boards, chat rooms, etc.) can be used by employees for personal as well as business purposes; and

WHEREAS, the City also understands how the use of internet social network sites and blogs can shape the way the public views our services, employees, vendors, partners, and customers; and

WHEREAS, the City respects the right of any employee to maintain a blog or post a comment on social networking sites; and

WHEREAS, the City is also committed to ensuring that the use of such communications serves the needs of the City by maintaining the City's identity, integrity, and reputation in a manner consistent with our values, mission, and policies; and

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ENGLEWOOD, OHIO AS FOLLOWS:

SECTION I That the City of Englewood Social Media Policy is hereby approved as set forth in the form attached as "Exhibit A".

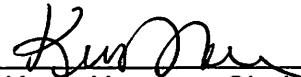
SECTION II It is hereby found and determined that all formal actions of this Council concerning and relating to the Passage of this Resolution were taken in an open meeting of this Council, and that all deliberations of this Council and of any committees that resulted in those formal actions were in meetings open to the public, in compliance with all legal requirements.

SECTION III That this Resolution shall be in full force and effect at the earliest date allowed by law.

PASSED this 11th day of February, 2020.

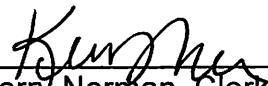

Thomas Franz, Jr., Mayor

ATTEST:


Kerry Norman, Clerk of Council

C E R T I F I C A T E

I, Kerry Norman, Clerk of Council of the City of Englewood, Montgomery County, Ohio, do hereby certify the foregoing is a true and correct copy from the *Record of Proceedings* of said City. **WITNESS** my signature this 11th day of February, 2020.


Kerry Norman, Clerk of Council

C E R T I F I C A T E O F P O S T I N G

I, Kerry Norman, Clerk of Council of the City of Englewood, Montgomery County, Ohio, do hereby certify publication of the foregoing **RESOLUTION** was made as designated by Sections 224.01 and 24.02 of the Englewood Code.


Kerry Norman, Clerk of Council

Exhibit A

CITY OF ENGLEWOOD EMPLOYEE HANDBOOK APPENDIX H

SOCIAL MEDIA POLICY

PURPOSE

The City of Englewood (City) recognizes that Social Networking (such as personal web sites, blogs, Facebook, Twitter, online group discussions, text messaging, message boards, chat rooms, etc.) can be used by employees for personal as well as business purposes. The City also understands how the use of internet social network sites and blogs can shape the way the public views our services, employees, vendors, partners, and customers. The City respects the right of any employee to maintain a blog or post a comment on social networking sites. However, the City is also committed to ensuring that the use of such communications serves the needs of the City by maintaining the City's identity, integrity, and reputation in a manner consistent with our values, mission, and policies. Therefore, the City has established the following rules and guidelines for communicating City-related information via Social Media.

Covered Employees

This policy contains specific guidelines applicable to all City employees.

Definitions

Social Media – Various forms of discussion and information sharing via any website or online forum.

Social Networking – The practice of expanding the number of contacts by making connection through web based applications.

POLICY

Use of Social Media for City Purposes

The City may designate one or more individuals to communicate through social media on behalf of the City. Only those individuals who the City Manager, or whoever he directs, are authorized to communicate or participate through social media on behalf of the City. All City social media sites directly or indirectly representing to be an official statement of the City must be created pursuant to this policy and approved by the City Manager. Anyone else who engages in unauthorized social media activity on behalf of the City will be subject to corrective action up to and including termination.

Individuals designated to represent the City via social media must:

1. Receive advance approval of all content from the Department Director and/or appointed official before publication.
2. Ensure the content of publications are accurate and complete, carefully written and grammatically correct, and complies with relevant City policies.
3. Maintain confidentiality of City information and disclose only publicly available information.
4. Only publish the name or other information that would identify an employee, volunteer, contractor, or citizen of the City after obtaining their express permission.
5. Represent the City professionally.
6. Be courteous and respectful of the individuals and communities with whom you interact online, and their opinions.
7. Adhere to the Terms of Use of each social media used.
8. Comply with copyright, trademark, privacy, financial disclosure, and other applicable laws when publishing on social media.
9. Comply, where applicable, with the rules for personal use of social media.

Privacy

Network and internet access is provided as a tool for employees to conduct City business. The City reserves the right to monitor, inspect, copy, review, and store at any time, without prior notice, any and all usage of the Network and the internet, as well as any and all materials, files, information, software, communications, and other content transmitted, received or stored in connection with this usage.

The City will, in its discretion, review your social networking activities. Please note that this policy applies even if your social networking is anonymous or under a pseudonym. If you do engage in such social networking, you should be aware that in appropriate circumstances, the City will take steps to determine your identity.

Under no circumstances will the City ask for logon identification or passwords or use someone else's logon identification or password to access an employee's or applicant's social networking accounts.

The City reserves the right to restrict, remove or require removal of any content that is deemed in violation of this social media policy or any applicable law.

State and local records retention laws and schedules apply to social media content. All social media content with retention value must be maintained for the required retention period on a City server in an easily accessible format that preserves the integrity of the original record to the extent possible.

Employee Use of Personal Social Media

The following are specific rules concerning an employee's use of social media to the extent it relates to the City.

1. Employees may not post material that is threatening, harassing, obscene, or defamatory about the City or its elected officials, employees, volunteers, or citizens.
2. Employees may not post or publish defamatory statements or materials that they know or should have known to be false about the City or its elected officials, employees, volunteers, or citizens.
3. Employees may not post or publish statements that defame or otherwise discredit the City products or services, or the products or services of its vendors or other business/community partners.
4. Employees may not use social media in a way that would violate City policies concerning Equal Employment Opportunity, Harassment, Workplace Violence, Confidential Information, and Ethics and Standards of Conduct.
5. Employees may not use the City's logo, trademarks, service marks, insignias, proprietary graphics, or photographs of the City's premises or products including a photograph of them wearing or displaying the City's logo unless prior approval is obtained from the Department Director and/or City Manager.
6. Employees are prohibited from posting online in an official capacity or imply they are speaking on behalf of the City without the direct consent of the City Manager, or his/her designee, or Department Head.

7. Employees are prohibited from posting personal, medical, or contact information, or post photographs, of other City employees, elected officials, volunteers or citizens without their prior permission.
8. Employees may not post or publish information that may compromise the safety of the public or public systems.
9. Employees may not post photographs or investigative information relevant to any scene or ongoing investigation.
10. Employees sharing information related to the City via social media forums must make it clear to their readers that the views expressed are theirs alone and do not reflect the views of the City, by stating, for example, "The views expressed in this post are my own. They have not been reviewed or approved by my employer."

Employees should consider the possible adverse consequences of internet postings, such as future employment, cross-examination in criminal cases and public as well as private embarrassment.

If an employee has a question about whether an activity they are considering would violate this policy, the employee is encouraged to contact their Department Director and/or the City Manager, who will help the employee obtain guidance or clarification.

If an employee feels he/she is being harassed by a co-worker either online or elsewhere, he/she should report the harassment immediately. Once made aware of the alleged behavior, the City will investigate. The harassed employee has a duty of providing copies of transcripts of the alleged harassment if contained in private messages or postings.

Employees shall ensure their online content, for both personal and work internet sites, is consistent with the ethics and acceptable behavior of the City. They may not post information or opinions that portray the City, elected officials, or other employees in a negative light.

Employees using social media tools and whose conduct on or off the job negatively affect job performance or job performance of other employees, or the image or reputation of the City, will be subject to disciplinary action up to and including termination.