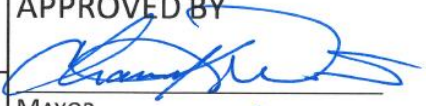




POLICY AND PROCEDURE STATEMENT

SUBJECT ELECTRONIC COMMUNICATION – SOCIAL MEDIA EXTERNAL/INTERNAL	PAGE 1 OF 2	DATE EFFECTIVE AUGUST 1, 2018		
SECTION/POLICY NO. 5.15	APPROVED BY  MAYOR	SUPERSEDES NEW		
PREPARED BY VILLAGE ADMINISTRATOR & SOLICITOR	 VILLAGE ADMINISTRATOR	APPROVAL DATE 12/31/2017	ISSUE DATE 12/31/2017	REVIEW DATE
REFERENCE	 PERSONNEL/BENEFIT COMMITTEE	DISTRIBUTION LIST WEBSITE, MAYOR, COUNCIL CLERK- TREASURER, AND VILLAGE EMPLOYEES		

SCOPE

- I. This Policy applies to Ashville Personnel, Ashville Government, and Contract Staff.

POLICY AND PROCEDURE

- I. The Village of Ashville adopts the following policy governing issue of social networking and access of social networking sites. Employee use of social networking means the use of internet web pages and sites where content may be added and/or uploaded by users and shared with others.
- II. Employees should be aware that their private, non-work use of social networking sites may have consequences on their employment.
- III. While employees during non-working time have the right to use personal/social networking pages or sites including, but not limited to “MySpace”, “Facebook”, “Twitter”, “LinkedIn”, “Orkut”, “Digg”, and “Wiki”, at all such times, employees should abide by the following guidelines.

Guidelines

- A. Employees who have personal web pages, memberships with social networking sites or other types of internet postings which can reasonably be accessed by the public shall not identify themselves directly or indirectly as acting on behalf of, and/or communicating on behalf of, the Village unless prior authorization has been sought from an administrator. Other than with regard to the right of employees of the Village to self-organization, to form, join, or assist labor organizations, to bargain collectively through representatives of their own choosing, and to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection, Employees shall not use their agency assigned email addresses as the contact email address for any personal social networking web page or site.
- B. Employees may not represent their opinions or comments as those of the Village.
- C. Employees will not discuss or divulge any confidential information. Transmission of any material in violation of any State or Federal law or regulation, or Village policy is prohibited.

- D. Employees are prohibited from posting, broadcasting or otherwise disseminating any sexually explicit, obscene, violent, racial, ethnically harassing or unlawfully discriminatory material, comments, pictures, art work, video, or other references on their web pages and/or social networking sites, or through any other medium of communication.
- E. Employees are not to discuss any ongoing investigations made confidential by law involving clients or other members of the public on any internet sites or social medium sites or networking. This prohibition includes any files, pictures, written statements, and videos involving clients that are made confidential by law.
- F. Employees shall not violate and will be aware of copyright laws.
- G. Employees will not post maliciously false (i.e. made with knowledge of falsity or reckless disregard for the truth) information about your work at the Village.

PURPOSE:

The objective of this policy is to establish guidelines with respect to the use of personal web pages and social networking sites by the employees of the Village. Our agency relies upon the public confidence and trust in the services we provide to our clients and staff, while effectively protecting their rights to privacy, and respecting our employees' legal rights, This Social Networking Policy does not prohibit the right of employees of the Village to self-organization, to form, join, or assist labor organizations, to bargain collectively through representatives of their own choosing, and to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection, and shall also have the right to refrain from any or all such activities except to the extent that such right may be affected by an agreement requiring members in a labor organization as a condition of employment as authorized by law. This Social Networking Policy may apply to employee's online conduct that occurs off Village property and/or not during work time and may include posts made from an employee's private electronic device. At all times, our employees should maintain the highest level of professionalism in providing services to our clients and the public.

Employees will be asked to acknowledge that they have read and are familiar with this policy. Violation of any of the foregoing guidelines and/or this policy may lead to discipline, up to and including the termination of employment with the Village.

The Village cautions their employees to constantly be aware of the unintended consequences of their internet postings.

Employee Signature

Date