## Social Media Policy

**TOWN OF MARSHFIELD**

**Social Media Policy**

**Introduction**

To assist employees in making responsible decisions regarding the use of social media, the Town of Marshfield has established the guidelines below for appropriate use of social media.

**Definitions**

The term *“social media”* includes all means of communicating or posting information or content of any sort on the Internet, including to an employee’s own or a third party’s web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Town of Marshfield, as well as any other form of electronic communication.

The same principles and guidelines found in the Town of Marshfield policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow workers or otherwise adversely affects the Town of Marshfield may result in disciplinary action up to and including termination.

**Know and follow the rules**

Carefully read these guidelines, the Town of Marshfield Information Policy and the Discrimination & Harassment Policies and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to an including termination.

**Be respectful**

Always be fair and courteous to fellow workers, customers, and or residents seeking Town services. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers, contacting Management or your Union than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

**Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Town of Marshfield, fellow associates, members, residents utilizing Town services, suppliers, and people working on behalf of the Town of Marshfield.

**Post only appropriate and respectful content**

* Maintaining any confidential information learned through your employment relationship with the Town of Marshfield
* Do not create a link from your blog, website or other social networking site to the Town of Marshfield website without identifying yourself as a Town of Marshfield employee
* Express only your personal opinions. Never represent yourself as a spokesperson for the Town of Marshfield. If the Town of Marshfield is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Town of Marshfield, fellow associates, members, residents, suppliers or people working on behalf of the Town of Marshfield.

**Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Town of Marshfield Electronic Usage Policy. Do not use the Town of Marshfield email addresses to register on social networks, blogs or other online tools utilized for personal use.

**Retaliation is prohibited**

The Town of Marshfield prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.