

STANDARD PROCEDURE

CITY OF WILSON

PERSONNEL MANUAL

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SUBJECT	NUMBER	EFFECTIVE DATE	SUPERSEDES	
Social Media Policy	E-9	July 2019	6/2010	Page 1 of 1

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Prepared By: Human Resources

Approved By: Harry Tyson, Deputy City Manager

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**1.0 Purpose**

The City of Wilson recognizes that some employees may choose to express themselves by posting personal information on the Internet through various forms of social media, by uploading content, or making comments and expressing opinions and thoughts. We value our employees' creativity and honor your interest in engaging in these forms of personal expression on your own time, should you choose to do so. However, problems can arise that impact the workplace when personal postings identify or appear to be associated with the City of Wilson or when these postings are used in ways that may violate the City of Wilson's rights, the rights of other employees, or reflect on the reputation and integrity of the City and/or any of its employees.

**2.0 Scope**

All employees are covered under this policy.

**3.0 Definitions**

3.1 **Social Media:** Websites and applications that enable users to create and share content or to participate in social networking. Examples include, but are not limited to, Facebook, personal blogs, online posting sites and online gaming sites.

**4.0 Policy**

- 4.1 City of Wilson devices may not be used to create, maintain, upload content or post to a personal blog or website, personal Facebook page or other social media, or participate in online gaming, nor should these activities occur on City of Wilson time.
- 4.2 All City of Wilson policies apply to anything posted/uploaded to the Internet.
- 4.3 You are responsible for content you post to social media sites and you may be held personally liable for defaming others, revealing confidential or proprietary information, among other things. If you have any concerns about the confidentiality or propriety of something you would like to post, check with your manager first.
- 4.4 Personal postings may not be used to disparage, harass or threaten other employees.
- 4.5 You should refrain from posting embarrassing, unkind or otherwise inappropriate comments about other City of Wilson employees, customers or citizens.
- 4.6 If, in the process of making a personal post or uploading information onto the Internet, you identify yourself as a City of Wilson employee, whether by explicit statement or by implication, you must clearly state that the views expressed in your post are your own, and do not reflect the views of the City of Wilson.
- 4.7 You may not use City of Wilson logos or other images, and may not make false or misleading statements about City of Wilson philosophy, services, opinions or affiliations with other organizations.
- 4.8 You should always keep in mind that your personal postings may be read not only by your friends and family, but possibly by co-workers and supervisors, as well as City of Wilson customers, citizens and other organizations.