



Social Media Policy

Policy No. B-19¹

The Scope of this policy includes the following individuals:²

- ✓ Employees (including Appointed Officials, Probationary Employees, Full-Time At-Will Employees, Part-Time Employees, Temporary Employees, Civil Service Employees, Teamsters Employees, HPOA, HPSA, and IAFF Employees)
- ✓ Board and Commission Members
- ✓ Volunteers

I. PURPOSE

To assist employees in making responsible decisions about their use of social media and establish guidelines for the appropriate use of social media.

II. POLICY APPLICATION

Social media includes all means of communicating or posting information or content of any sort on the Internet. Social media can take many different forms, including but not limited to internet forums, blogs, online profiles, wikis, podcasts, pictures and videos, emails, texting and instant messaging. This policy covers all types of social media and networking sites, including those that may exist today and those that may come into existence in the future.

A. Personal Social Media Accounts

Employees are ultimately responsible for what they post online, whether posted at work, at home or on personal time, or while using City owned or personal devices. Before creating online content, employees should consider some of the risks and rewards that are involved. Under both federal and state laws, employees may be held

¹ This policy is not to be construed as a contract or an implied contract concerning any employment-related decision or term or condition of employment. The City reserves the right to revise, delete or add to any and all policies, procedures, work rules or benefits stated in this policy at its sole discretion. See Introduction, Administrative Policy No. A-01.

² The relevant definitions for the individuals identified in the Scope of this policy are defined in Introduction, Administrative Policy No. A-01.

personally liable for any statements deemed defamatory, obscene, discriminatory, harassing, proprietary or libelous (whether they pertain to the City, its employees, citizens, suppliers, or other individuals). The City disclaims all liability for such statements made by any employee as being entirely outside of the scope of each employee's employment.

Pursuant to the City's Enterprise Mobile Technology Policy, Policy No. D-02, and Internet and Computer Usage Policy, Policy No. D-03, the City reserves the right to monitor employees' use of the City's Internet connections and computer usage on City owned equipment at any time. Employees should not consider their Internet usage to be private when connected to the City's Internet. The City has the right to inspect any and all files stored anywhere on the City's network or any City-owned devices to assure compliance with this policy.

Employees are prohibited from posting any non-public information or financial, confidential, private or proprietary information about the City, its employees, or its citizens, which the employee learned or acquired in the course of the performance of the employees' duties. However, this policy does not prohibit an employee from disclosing or discussing his/her own personal and confidential information with others should the employee choose to share his/her information.

Employees are prohibited from using their personal social media accounts for conducting City business. Employees may not represent themselves as a spokesperson for the City using their personal social media accounts.

This policy is not intended to preclude or dissuade employees from engaging in activities protected by state or federal law, including but not limited to the First Amendment of the United States Constitution, and NRS 288, such as discussing wages, benefits or terms and conditions of employment, forming, joining or supporting labor unions, bargaining collectively through representatives of their choosing, raising complaints about working conditions for their and their fellow employees' mutual aid or protection or legally required activities. This policy is also not intended to prevent or interfere with employees' ability to disclose, to the extent not expressly prohibited by law, improper governmental action as defined by NRS 281.611.

B. City Social Media Accounts

The City owns certain electronic and social media accounts including but not limited to its official website (www.cityofhenderson.com), CityNet, Facebook, Google+, Instagram, LinkedIn, Twitter and YouTube. The purpose of the City's electronic and social media accounts is to provide its citizens with up to date information regarding City initiatives, programs, events, and news. The purpose is not for conducting official City business and it is not meant to serve as an avenue for responding to public records requests. If an

individual requests a public record on the City's electronic and/or social media account, then the request must be handled through Contact Henderson.

Employees who manage City owned social media accounts must use a City login ID or password on those accounts. Passwords for City owned social media accounts must comply with the Password & Workplace Security Policy, Administrative Policy No. D-05.

To ensure consistent and appropriate publications, posts, responses and other communications on the City's electronic and social media accounts, all City departments must work in conjunction with the Department of Government and Public Affairs. Designees of Public Affairs will be the authorized social media users for the City of Henderson. Only these authorized users shall be authorized to post social media content on the City of Henderson social media channels and may have access to the City's social media accounts that permit such posting.

The City has a heightened and legitimate interest in the content of social media posts made by an employee in his/her official capacity. Official communications have official consequences, creating a need for substantive consistency and clarity. Employees must ensure that their official communications are accurate, demonstrate sound judgment, and promote the City's mission, and the employee's supervisor must take steps to ensure this as well. Any employees with questions regarding communications made in their official capacity should contact their department director, assistant director, or PIO for further information.