

## SOCIAL MEDIA POLICY

At the City of Vero Beach, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and coworkers. However, the use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

### Guidelines

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own, or someone else's web log or blog, journal or diary, personal web site, social networking, or affinity website, web bulletin board or chat room, whether or not associated or affiliated with the City of Vero Beach as well as any other form of electronic communication. The same principles and guidelines found in the City of Vero Beach Personnel Policies 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 associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of the City of Vero Beach may result in disciplinary action up to and including termination.

### Know and follow the rules

Carefully read these guidelines, the City of Vero Beach discrimination and harassment prevention policy, 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 and including termination.

### Be respectful

Always be fair and courteous to fellow workers, customers, suppliers or people who work on behalf of the City of Vero Beach. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers 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 could reasonably be viewed as malicious, obscene, threatening or intimidating, 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.

#### Be honest and accurate

Make sure you are always honest and accurate when posting information or news. If you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost anything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the City of Vero Beach, fellow coworkers, customers, suppliers, or people working on behalf of the City of Vero Beach.

#### Post only appropriate and respectful content

Express only your personal opinions. Never represent yourself as a spokesperson for the City of Vero Beach. If the City of Vero Beach is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of the City of Vero Beach, fellow workers, customers, or people working on behalf of the City of Vero Beach. If you do publish a blog or post online related to the work you do or subjects associated with the City of Vero Beach, make it clear that you are not speaking on behalf of the City of Vero Beach. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the City of Vero Beach."

#### 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 that company policy. Do not use the City of Vero Beach email addresses to register on social networks, blogs or other online tools utilized for personal use.

#### Retaliation is prohibited

The City of Vero Beach prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee 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.

Guidelines listed in this policy shall not be interpreted to interfere with employee rights under a collective bargaining agreement or protected concerted activity pursuant to Part 2 Chapter 447 of Florida Statutes.

If you have questions or need further guidance, please contact the HR department.