LAC LA BICHE COUNTY PROCEDURE

TITLE: Social Media Personal Use Standard Operating Procedure	PROCEDURE NO: CS-03-015-13
SPECIAL NOTES/CROSS REFERENCE: POLICY CS-03-015	AMENDMENT DATE:

1.0 General Statement

All employees who maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with the County. This SOP is not intended to interfere with the private lives of our staff members, or impinge their right to freedom of speech. This SOP is designed to ensure that the County's image and branding are maintained professionally.

2.0 General Guidelines

- Staff members are prohibited from using or accessing social media sites on County devices and during regular working hours, except on breaks;
- Internet access on County premises is monitored;
- Use of personal social media must not conflict with any of the County's existing policies whatsoever;
- Employees who use these sites are prohibited from disseminating any private County information, or from posting any negative comments regarding the County;
- Posts involving the following will not be tolerated and will subject the individual to discipline:
    - Proprietary and confidential County information;
    - Discriminatory or defamatory statements or sexual innuendos regarding co-workers, management, customers, or vendors; and
- Where an employee mentions the County, they will be required to include a disclaimer stating that any opinions expressed are the employee's own and do not represent the County's positions, strategies, or opinions.

Employees are expected to conduct themselves professionally both on and off duty. Where an employee publically associates him/herself with the County, all materials associated with his/her social media posting may reflect on the County. Please be advised that inappropriate comments, photographs, links, etc. should be avoided.

County policies governing the use of corporate logos and other branding and identity apply to electronic communications, and only individuals officially designated may "speak" (whether orally or in writing) on the County's behalf.

The County's systems may not be used for any illegal activity including downloading or distributing pirated software or data.

The County reserves the right to take disciplinary action against an employee if the employee's electronic communications violate County policy or SOP.

"Original Signed"	November 8, 2013
Chief Administrative Officer	Date