

RESOLUTION 2019-43

**AMENDING SECTION 512 OF THE CITY OF MARIETTA EMPLOYEE HANDBOOK
OF PERSONNEL POLICIES**

WHEREAS, Title 74 O.S. Section 840-8.1, which became effective on November 1, 2019, requires the City to adopt a social networking and social media policy that shall apply to the use of social media by employees of the City to discourage abusive or offensive online behavior;

WHEREAS, the City of Marietta desires to become complaint with the requirements of the new law and also provide employees with an efficient and comprehensive guide when utilizing social media or social networking for work purposes.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Marietta that Section 512 of the City of Marietta Employee Handbook of Personnel Policies be amended to read as follows:

512 - USE OF SOCIAL MEDIA POLICY

The sites covered by this policy include any electronic form of communication; professional networking sites; and live blogging tools, as well as an employee's own personal blogs and those hosted by organizations that an employee either authors or where the employee posts comments.

~~The use of social media sites is widespread. The City believes that the proper use of social media can assist in raising the visibility of the services provided by the City and can raise support for its activities. When using social media or social networking networks for City purposes, the employee may not post or share content or comments containing abusive or offensive online behavior. Specifically, employees may not post or share content or comments containing the following:~~

- A. Obscene sexual content or links to obscene sexual content.
- B. Abusive behavior and bullying language or tone.
- C. Conduct or engagement of illegal activity.
- D. Disclosure of information which the City and its employees are required to keep confidential by law, regulation, or internal policy.

The City is also aware that employees may use social media such as blogs and social networking sites for personal use. However, employees should always be mindful that what is posted is both traceable and permanent in nature.

~~The sites covered by this policy include any electronic form of communication; professional networking sites; and live blogging tools, as well as an employee's own personal blogs and those hosted by organizations that an employee either authors or where the employee posts comments.~~

When employees create their own blogs, comment on other blogs, create a LinkedIn Profile, Twitter, Facebook and like sites, or contribute to or through other online media, they are not

impacting not only their own personal image but also have the potential of impacting the City.

Therefore, the City asks its employees to follow the guidelines set forth below regarding online behavior when they are identified as employees of the City:

- A. Maintain Confidentiality: Never divulge proprietary or confidential information about the City or its employees;
- B. Represent Yourself Accurately: If an employee is commenting on a topic related to the City's business, the employee must make it clear that he/she is speaking as an individual and not as a representative of the City;
- C. Be Accurate: As a city employee you are expected to refrain from posting information you know or reasonably believe to be false regarding the operations of the City; and
- D. Be Respectful: People of good will often disagree. It is important to respect the opinions of others and to express disagreements in a respectful manner. The City does not tolerate intimidation or threatening comments related to city business or policies.

The City is not interested in limiting the ability of any employee to participate in personal social networks with a personal email address outside of the workplace. However, what an employee publishes on a personal site should never be attributed to the City. It is necessary for each employee to make it clear that he/she is speaking for him/herself and not for the City.

If an employee identifies him/herself as an employee of the City on any online social media network, the employee is expected to ensure that the employee's profile, photographs and content is consistent with how an employee is expected to present him/herself to colleagues, officials and the taxpaying public. If the networking sites are in the public domain, the City reserves the right to monitor the social media sites and blogs.

If an employee has any questions regarding this policy, he/she should direct the questions to the City Administrator.

PASSED by the City Council and **SIGNED** by the Mayor of the City of Marietta this 12th day of November 2019.

CITY OF MARIETTA



KIMBERLY FRAIRE, MAYOR

ATTEST


DOTTIE GWIN, CITY CLERK

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Amending Section 512 of the Employee Handbook of Personnel Policies