



CITY OF CLAY, ALABAMA ORDINANCE 2020-04

An Ordinance Amending Ordinance 2013-17, Employee Policy/Handbook

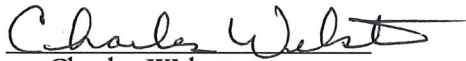
WHEREAS, the City Council of the City of Clay, Alabama adopted Ordinance 2013-17 on July 1, 2013; and,

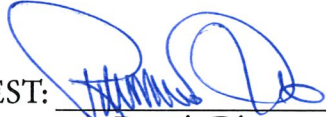
WHEREAS, the provisions of this Ordinance may from time to time be amended, supplemented, changed, modified or repealed by the City Council; and

WHEREAS, the City Council believes it to be in the interest of employees' and residents' welfare to adopt an employee social media policy.

NOW, THEREFORE, BE IT ORDAINED, by the City Council of the City of Clay, Alabama that Ordinance 2013-17, Employee Policy/Handbook is hereby amended to include the attached Social Media Policy.

ADOPTED AND APPROVED this 10th Day of March, 2020.


Charles Webster
Mayor

ATTEST: 
Ronnie Dixon
City Manager

Social Media Policy

Policy Brief and Purpose

The City of Clay understands that social media can be a fun and rewarding way to share your life, opinions, and experiences with family, friends and co-workers. However, use of social media also presents certain risks and carries certain responsibilities. This policy provides practical guidelines to avoid issues that might arise by negligent use of social media.

Scope

This policy applies to all employees of the City of Clay, its managers, and appointed officials. For purposes of this policy, social media broadly includes blogs, message boards, chat rooms, online forums, social networking sites, and other sites and services that permit users to share information with others, as well as any other kind of electronic communication.

Guidelines

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards which are involved. Guidelines while posting are listed below:

- When posting about your work at home on your own time, you should always abide with all legal and ethical requirements, as well as the City of Clay's policies regarding non-harassment and other matters.
- You should assume that people, including co-workers, supervisors, customers and their family members, are reading your postings.
- Always be respectful, fair and courteous to fellow associates, leadership, customers, suppliers or people who work on behalf of the City.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are malicious, obscene, defamatory, pornographic, harassing, libelous, intimidating, or discriminatory.
- Express only your personal opinions, and never represent yourself as a spokesperson or agent of The City of Clay.
- Employees should be aware that the City may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the City, its employees, or citizens it serves.
- Nothing in this policy is intended to prohibit, nor should it be interpreted as prohibiting employees from engaging in communications with other City employees concerning work.
- Nothing in this policy is intended to prohibit, nor should it be interpreted as prohibiting, employees from engaging in protected concerted activities, or making protected statements and reports to the proper internal and external authorities.
- It is not permissible to create a Facebook page, blog, or other social media outlets on behalf of the City of Clay, without the expressed approval of the City Manager.
- Only approved administrators can post City content on official sites, and employees are not permitted to represent the City on these sites.
- The occasional and responsible use of personal social media while at work is permissible, however, should be limited. Continuous or frequent use of social media on the job could lead to inefficiencies and defective work, which are violations of the City's Personnel Manual.

Corrective Action:

The City of Clay may address as a disciplinary matter any language that you post in a blog or a social media site that reflects negatively on your work ethic or your level of commitment

to the City. Violations of this policy could result in disciplinary action up to and including discharge.

Retaliation is Prohibited

It is prohibited for any employee to take 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 for such actions will be subject to disciplinary action, up to and including termination.