

<b>ST. JOHN THE BAPTIST PARISH</b>	<b>POLICIES AND PROCEDURES</b>		
<b>SUBJECT:</b>	<b>ISSUED</b> 10/1/2013	<b>REVISED</b>	<b>NO.</b> Page 1 of 4
<b>EMPLOYEE SOCIAL MEDIA POLICY</b>	<b>APPROVED</b> <i>Natalie Robottom</i>		

**1.0 PURPOSE:**

To establish guidelines governing the use of social media by St. John the Baptist Parish (hereinafter referred to as "Parish") employees.

**2.0 DEFINITIONS:**

"Social Media" refers to a collection of online services, including but not limited to, Facebook, Twitter, YouTube, MySpace, RSS, Mixi, Pinterest or LinkedIn (hereinafter referred to as "social media").

"Posting" shall be defined as any writing, image, video, download, audio file, and hyperlinks to other websites placed upon any Parish social media site.

**3.0 POLICY:**

3.1 The Communications Director and/or designee(s) are responsible for creating, posting, commenting upon or communicating with the public through social media on behalf of the Parish, its agencies, and departments.

3.2 The Parish will not knowingly communicate inaccurate or false information. All reasonable efforts will be made by the information provider to furnish only verifiable facts, not unverifiable opinions.

3.3 Parish departments operating under Parish government are prohibited from opening social media accounts for their respective departments, unless otherwise expressly permitted by the Communications Director.

3.4 Department Heads and/or designee(s) should submit pertinent information to the Communications Department for posting on official sites following a determination of suitability. Information that is not suitable may not be posted or may be deleted.

3.5 All agency communication tools should be used in ways that provide clear communication, maximize transparency, maintain security of the Parish network, and are appropriate.

3.6 Communication through agency-related social media is considered a public record and must be maintained for three (3) years, unless a longer period is required.

3.7 Comments or posts made to Parish agency account walls or pages are public, not private.

3.8 Parish social media content and comments containing any of the following are prohibited and may be deleted if posted by users:

- A. Profane language or content;

<b>ST. JOHN THE BAPTIST PARISH</b>	<b>POLICIES AND PROCEDURES</b>		
<b>SUBJECT:</b>	<b>ISSUED</b> 10/1/2013	<b>REVISED</b>	<b>NO.</b> Page 2 of 4
<b>EMPLOYEE SOCIAL MEDIA POLICY</b>	<b>APPROVED</b> <i>Natalie Robottom</i>		

- B. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- C. Sexual content or links to sexual content;
- D. Conduct or encouragement of illegal activity;
- E. Information that may tend to compromise the safety or security of the public or public systems;
- F. Content that violates a legal ownership interest of any other party.

**4.0 OWNERSHIP:**

- 4.1 Accounts opened on behalf of the Parish or information developed during and directly related to employment with the Parish shall remain the property of the Parish.
- 4.2 The Communications Director or any other person accessing such account shall give and maintain with the Parish President or their designee all account information, including passwords.

**5.0 EMPLOYEE INTERACTION**

- 5.1 Discussion of Parish work on personal social networking accounts or websites may be subject to public disclosure laws, even if produced on personal time and equipment.
- 5.2 Employees may not post content involving or relating to defamatory, libelous, or threatening materials related to any person or group. Confidential information pertaining to the workplace is prohibited from being posted.
- 5.3 The Parish recognizes that public employees do not surrender all their First Amendment right by reason of their employment and that the First Amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. However, when a public employee makes statements pursuant to his/her official duties, the employee is not speaking as a citizen for First Amendment purposes, and the Constitution does not insulate his or her communications from potential discipline by the Parish. Employees must be aware that information they display or comments they make on Parish social media sites may be viewed by other users as representing official Parish sponsored information or comments.

**6.0 EXPECTATION OF PRIVACY**

No expectation of privacy should be anticipated when using social media. Information saved or found on any communication device including but not limited to computers, laptops, mobile devices are the property of the Parish.

<b>ST. JOHN THE BAPTIST PARISH</b>	<b>POLICIES AND PROCEDURES</b>		
<b>SUBJECT:</b>	<b>ISSUED</b> 10/1/2013	<b>REVISED</b>	<b>NO.</b> Page 3 of 4
<b>EMPLOYEE SOCIAL MEDIA POLICY</b>	<b>APPROVED</b> <i>Natalie Robertson</i>		

## 8.0 OTHER POLICIES

In utilizing Parish social media websites, employees must follow the guidelines set forth in this policy in conjunction with all other applicable policies, including but not limited to, the "Use of Communication Systems" policy.

## 9.0 TERMS OF SERVICE

Employees should be aware of the Terms of Service (TOS) of all forms of social media used. Each form of social media has its own unique TOS that regulates user interactions. If the TOS contradicts Parish policy, the Communications Director should be notified and a decision made regarding the appropriateness of such media.

## 10.0 GENERAL DISCLAIMER: FOR USE ON ALL SOCIAL MEDIA SITES/PLATFORMS

Disclaimer: All comments and other content posted to this site may be considered public records and subject to public disclosure under the Louisiana State Public Records Act (La. R.S. 44:1). When a link is selected to an outside website, it is subject to the privacy and security policies of the owners/sponsors of that site. Reference to any specific commercial products, processes or services, or the use of any trade, firm or corporation name does not constitute endorsement or recommendation by the Parish.

## 11.0 DISCIPLINE FOR VIOLATION OF THIS POLICY:

Violations will result in corrective action. While a progressive discipline program will be followed in circumstances include cases where the infraction is of such a serious nature that a written reprimand, suspension, demotion, or discharge is justifiable, even on a first offense. Generally, the following steps will be followed:

- 11.1 First Violation - The employee will be given a verbal warning by his/ her supervisor.
- 11.2 Second Violation - The employee will receive a written warning detailing the violation.
- 11.3 Third Violation - The employee will receive a 3-day suspension without pay.
- 11.4 Fourth Violation - The employee will be terminated.

<b>ST. JOHN THE BAPTIST PARISH</b>	<b>POLICIES AND PROCEDURES</b>		
<b>SUBJECT:</b>  <b>EMPLOYEE SOCIAL MEDIA POLICY</b>	<b>ISSUED</b> 10/1/2013	<b>REVISED</b>	<b>NO.</b> Page 4 of 4
	<b>APPROVED</b> <i>Natalie Robbott</i>		

**ACKNOWLEDGMENT FORM**

ST. JOHN THE BAPTIST PARISH reserves the right to rescind or modify these guidelines, policies, practices or procedures as it deems necessary.

**ACKNOWLEDGEMENT**

I have read and understand the above statement. I hereby acknowledge receiving and understanding the Social Media Policy.

\_\_\_\_\_  
Employee's Printed Name

\_\_\_\_\_  
Payroll #

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date