

SOCIAL MEDIA

DEFINITION OF SOCIAL MEDIA

Social media is a means of communication on the internet that is accomplished by posting information or content for others to read, comment on, or respond to. It includes, but is not limited to, communicating with others on a web log or blog, an electronic journal or diary, a personal internet website, communicating through a social networking or affinity website (e.g. Facebook, MySpace, LinkedIn, Bebo, Yammer, etc.), a web bulletin board, chat room, instant messaging site, video or photo sharing site (e.g. Flickr, YouTube, etc.), forums, discussion boards and groups (e.g. Google groups, Whirlpool, instant messaging, SMS, etc.), a wiki or online collaboration site (e.g. Wikipedia, etc.), a blog hosted by a media outlet, geo-spatial tagging (Foursquare, etc.) vod and podcasting, micro blog (e.g. Twitter, etc.) gaming platforms (e.g. World of Warcraft, Second Life, etc.) or chat rooms.

SOCIAL MEDIA AT WORK

A. In an effort to reach a broader audience of Union County residents for a variety of reasons, the County participates in social media. The use of social media allows Union County to disseminate time-sensitive information as quickly as possible (e.g. emergency information). The County Manager, Assistant Manager, Emergency Manager, Sheriff and Fire Coordinator shall determine which social media outlets are suitable for use, and which employees are authorized to use any given social media outlet, and the permissible content that may be communicated through social media. Employees shall not use social media at work unless specifically authorized to do so by the County Manager, County Manager's designee or department head. When an employee is so authorized, the employee shall use the social media consistent with the terms of the authorization and this Handbook.

B. Unless specifically authorized to use social media at work by the preceding paragraph, use of social media at work is strictly prohibited. Likewise, unless authorized as provided, use of County property including computers, wireless technology, cellular phones, smart phones or internet networks for social media use is prohibited. Employees are advised that County computers, wireless technology, cellular phones, smart phones, internet networks and other county property are monitored and use of County equipment for any improper use will be detected and employment consequences will result.

PERSONAL USE OF SOCIAL MEDIA

Union County does not prohibit employees from participating in social media while not at work, nor is the content posted any concern of the County. However, if an employee uses social media to harm the County, County constituents, or fellow employees, participation in social media while not at work can have employment consequences. Employees shall not use social media to harm the County, County constituents, or fellow employees. Employees shall not use

social media to impair the work of any County employee; to harass, bully, demean or create a hostile work environment for any County employee. Nor shall an employee use social media to violate County policies, a County ordinance, or state or federal law. To make the distinction between private activity and work activity as clear as possible, in cases where confusion might be created, each employee should identify a social media posting as a personal opinion rather than the opinion of the County. Bullying means any repeated and pervasive written, verbal or electronic expression, physical act or gesture, or a pattern thereof, that is intended to cause distress upon one or more County employees, whether or not at work or during work hours. Bullying includes, but is not limited to: hazing, harassment, intimidation or menacing acts of another County employee which may, but need not be based on the employee's race, color, sex, ethnicity, national origin, religion, disability, age or sexual orientation.

IDENTIFICATION OF INAPPROPRIATE USE.

If any Union County employee becomes aware of inappropriate use of social media in violation of this policy, he or she is to immediately report the conduct to Administration (HR). Violations of this policy may result in disciplinary action up to and including termination.

Employee Signature

Date

BOARD OF UNION COUNTY COMMISSIONERS

Justin Bennett

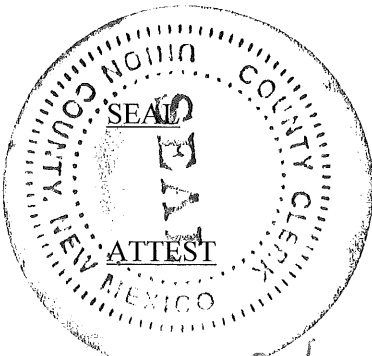
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Mary Lou Harkins

Mary Lou Harkins, County Clerk