

	ORGANIZATIONAL POLICY	GENERAL ADMINISTRATION APPLICATION: All Employees			
TITLE: Social Media	RESOLUTION NUMBER RC18-086	SUPERCEDE RC16-126	EFFECTIVE DATE 03/20/2018	SUPERCEDE 03/14/2016	POLICY NUMBER HR-38

INTENT

It is the intent of the Washtenaw County Board of Road Commissioners to establish guidelines for the establishment and use of social media by the Washtenaw County Road Commission (WCRC) and its employees.

GENERAL PROVISIONS

- A. All WCRC social media pages shall be approved by the Managing Director prior to creation.
- B. The Communications Coordinator or their designee is responsible for managing and monitoring the content of WCRC’s social media accounts and ensuring adherence to this policy.
- C. Social media accounts established by WCRC are to be used for WCRC business purposes only. Use for communications and postings that are not directly related to WCRC business purpose is prohibited.
- D. All content, including photos and videos, must be owned by WCRC or have the appropriate release or authorization from the copyright holder.
- E. Login information, including user name and passwords, must be submitted to the IT Department to be kept on file.
- F. All content posted on WCRC social media sites shall be retained as a public record pursuant to the Road Commission’s record retention policy.
- G. All WCRC social media pages shall link back to the official WCRC website.

PERSONAL USE OF SOCIAL MEDIA

- A. Employees have no right to privacy with respect to their use of social media or social media accounts accessed by means of any WCRC technological device. They shall not expect or assume privacy or confidentiality with respect to any such social media use or social media content.
- B. An employee shall not use their WCRC email address to register on any social media website for personal use.
- C. Employees shall not post any comment or material that could harm the reputation of WCRC, a department, or an employee.

- D. WCRC material that an individual is not specifically authorized to disclose must not be released or communicated. When uncertain about the capacity in which an individual is communicating, it shall be made clear to others that the individual's contribution is as a private individual and not as a representative of WCRC.
- E. Employees can be disciplined for any use of social media in a manner that violates WCRC policies. Information posted on social media sites can be used as evidence in disciplinary actions.

PROHIBITED CONTENT ON WCRC SOCIAL MEDIA

- A. WCRC reserves the right to delete any comment that contains:
 - 1. Obscene, indecent, or profane language;
 - 2. Defamatory or personal attacks;
 - 3. Solicitations of commerce or employment, including but not limited to advertising of any business or product for sale;
 - 4. Content that is not related to the particular page in which it is posted;
 - 5. Content that promotes illegal activity;
 - 6. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, gender orientation or identity, or national origin;
 - 7. Information that may tend to compromise the safety or security of the public or public systems; or public employees;
 - 8. Content that violates a legal ownership interest, such as a copyright, held by any party;
 - 9. Identical posts by the same user; multiple users sending the same message. In the case of identical posts the first submission will be retained.
- B. All WCRC social media sites shall contain a statement notifying commenters that their comments are being moderated pursuant to this policy.

DEFINITIONS

- A. **Social Media** – Includes websites and applications that enable users to create and share content or to participate in social networking.

VIOLATIONS

Failure to comply with this policy will result in disciplinary action in accordance with the Employment Rules & Regulations policy (HR-01).