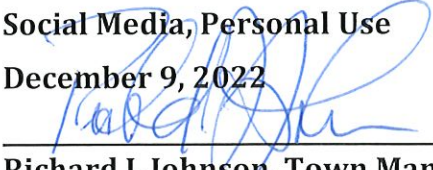


Town of Glastonbury

Administrative Policy No.: 7
Subject: Social Media, Personal Use
Effective Date: December 9, 2022
Approved By: 
Richard J. Johnson, Town Manager

Purpose: This policy has been established to provide Town employees, elected and appointed officials with guidance for personal social media activity that affects or reflects upon the Town of Glastonbury organization.

Policy: The Town of Glastonbury, (“the Town”), recognizes the interest many employees have in using social media to share pictures, events, ideas, and opinions with others. However, given its public nature, such activity has the potential to affect Town operations. For this reason, employees are expected to observe the following guidelines concerning personal social media use.

The Town acknowledges that, in certain circumstances, individuals have the right under the First Amendment to speak out on matters of public concern, and this policy is not meant to infringe on that constitutionally-protected right. Additionally, nothing in this policy prohibits employees from engaging in protected, concerted activity with coworkers and others, including, but not limited to, making statements regarding hours, wages, or working conditions.

Definitions:

1. **Social Media.** Any website or forum that allows for open communication on the Internet including, but not limited to: social and professional networking sites (e.g. LinkedIn, Facebook, Twitter); micro-blogging sites (e.g. Twitter); blogs and other online journals and diaries; bulletin boards and chat rooms; online encyclopedias (e.g. Wikipedia); video and photo-sharing sites (e.g. YouTube); and employee review sites (e.g. Glassdoor, Vault). The lack of explicit reference to a specific site does not limit the application of this policy.
2. **Social Media Activity.** Communicating through, or adding content of any sort to the Internet (i.e. “posting”). This includes permitting content posted by others to remain when one has control over the forum.
3. **The Town.** Names, logos, buildings, images, equipment, and entities affiliated with Town of Glastonbury, Connecticut organization.

Procedure:

1. **Content and restrictions.** Employees' personal social media activity must not:
 - a. Be used for Town-related business;
 - b. Be conducted during work time (excluding breaks), while operating Town vehicles, machinery, or other equipment; using Town-issued devices (e.g., computers, tablets, smartphones), email addresses or credentials;
 - c. Include information about Town operations without the applicable department director's permission;
 - d. Breach Town confidentiality obligations, or disclose confidential or proprietary information that is not "public" under Freedom of Information laws, including, but not limited to personally identifiable information that could be used to steal an individual's identity or otherwise harm, or violate the individual's right to privacy;
 - e. Violate any Town policy, federal, state, or local law, including, but not limited to those prohibiting defamation, harassment, discrimination, or retaliation;
 - f. Create a hostile or offensive work environment or otherwise interfere with the work of Town operations;
 - g. Harm the goodwill and reputation of the Town;
 - h. Include use of, or reference to the Town, or include photos of employees engaged in work or identified as Town employees;
 - i. Mention Town employees or members of the Glastonbury community without the individual's express consent, unless addressing an issue of public concern, such that the user's post is covered by Constitutional protections; or
 - j. Represent the employee as a spokesperson for the Town

Responsibilities:

- a. Employees are responsible for their social media activity, and thus may be held personally, legally liable for content viewed as defamatory, libelous, pornographic, proprietary, harassing, or which creates a hostile work environment.
- b. Social media activity is subject to all Town policies governing employee on or off-duty conduct, including, but not limited to: Respectful Workplace - Sexual and Other Harassment Prevention; Policy Against Workplace Threats and Violence; References; Technology Use, Internet, and E-Mail; and the Town of Glastonbury Code of Conduct.

No Retaliation

The Town of Glastonbury prohibits taking adverse action against any employee for reporting a possible violation of this policy or cooperating in any investigation with respect to a potential violation. Furthermore, retaliation against an employee who does not accept a "friend" request is not permitted. Any employee who retaliates against another employee will be subject to disciplinary action up to and including termination of employment.

Discipline

When use of social media violates this policy, disciplinary action, up to and including termination of employment may be imposed. Nothing in this policy should be interpreted to infringe on any employee's right to use social media to exercise their right to self-expression, or to engage in lawful, protected, concerted activity or political activity.