

Chester Public Utility District

Manual of Policies

POLICY TITLE: Social Media Policy

POLICY NUMBER: 7000

7000 – Policy

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner. All social media posting shall be approved by the General Manager or Emergency Services Director.

7000.10 – Procedures

The following principles apply to professional use of social media on behalf of the Chester Public Utility District (CPUD) as well as personal use of social media when referencing CPUD.

- Employees need to know and adhere to CPUD policies when using social media in reference to CPUD.
- Employees must be aware of the effect their actions may have on their images, as well as CPUD's image. The information that employees post or publish should be considered public information forever.
- Employees must be aware that CPUD may observe content information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to CPUD, its employees, or customers.
- Although not an exclusive list, some specific prohibited social media conduct includes; posting commentary, nonfactual information, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not intended for the public. If there are questions about what is considered confidential or not for public knowledge, employees should check with the General Manager or their Supervisor.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the General Manager or their Supervisor.

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7000 – Social Media Procedures (cont.)

- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialog in a polite manner and seek the advice of the General Manager or their Supervisor.
- Employees shall get appropriate permission before you refer to or post images of current or former employees, CPUD members, vendors or suppliers. Additionally, employees shall get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use will not interfere with employee's responsibilities at CPUD. CPUD's computer systems are to be used for business purposes only. When using CPUD's computer systems, using social media for business purposes is allowed (ex: Facebook, Twitter, CPUD blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates CPUD policies may subject an employee to disciplinary action, up to and including termination.
- If employees publish content after-hours that involves work or subjects associated with CPUD, the following disclaimer shall be used: "The postings on this site are my own and may not represent CPUD's positions, strategies or opinion."
- Employees shall keep CPUD related social media accounts separate from personal accounts.