



3-26 BLOGGING AND SOCIAL MEDIA POLICY

The SYCAMORE PARK DISTRICT recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on topics using a wide variety of social media, such as Facebook, Twitter, blogs, and wikis. However, an employee's use of social media can pose risks to the SYCAMORE PARK DISTRICT's confidential and proprietary information and reputation and can jeopardize the SYCAMORE PARK DISTRICT 's compliance with business rules and laws.

To minimize these business and legal risks, to avoid loss of productivity and distraction from employee's job performance, and to ensure the SYCAMORE PARK DISTRICT's IT resources and communication systems are used only for appropriate business purposes, the SYCAMORE PARK DISTRICT expects its employees to adhere to the following guidelines with respect to social media.

- Make it clear that the views you express are yours alone and that they do not necessarily reflect the views of the SYCAMORE PARK DISTRICT. Only those employees officially designated to speak on behalf of the SYCAMORE PARK DISTRICT have the authorization to speak on behalf of the agency. If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your supervisor.
- You are personally responsible for what you communicate in social media and should be sensitive to the fact that what you post might be available to be read by the masses to include the SYCAMORE PARK DISTRICT, future employers, and social acquaintances.
- If you disclose your affiliation with the SYCAMORE PARK DISTRICT, it is recommended that you also include a disclaimer that your views do not represent those of the SYCAMORE PARK DISTRICT, for example consider such language as "the views in this posting are mine alone and do not represent the views of my employer".
- If you communicate about work of the SYCAMORE PARK DISTRICT in general, you should disclose your connection to and role at the SYCAMORE PARK DISTRICT but be sure to reiterate that your views do not represent those of the SYCAMORE PARK DISTRICT. Use good judgment about what you post and remember that anything you say can reflect on the SYCAMORE PARK DISTRICT. Always strive to be accurate in your communications about the SYCAMORE PARK DISTRICT and remember that your statements have the potential to result in liability for yourself and the SYCAMORE PARK DISTRICT.



- Refrain from posting personal insults or obscenity or engaging in any conduct that would not be acceptable in the workplace. Show proper consideration for others' privacy and for topics that may be considered objectionable, inflammatory, or counterproductive to morale or teamwork.
- Be careful to avoid disclosing any information that is confidential or proprietary to the agency (including our patrons, staff, partner agencies/affiliates or vendors) to any third party regardless of whether that third party has disclosed information to us.
- Do not use the SYCAMORE PARK DISTRICT logo or other SYCAMORE PARK DISTRICT material on your site without prior permission from your supervisor.
- When using the SYCAMORE PARK DISTRICT computers, you are subject to policy 5-6, Information System Policies and Procedures.
- Blogs, wikis, virtual worlds, social networks, or other tools hosted outside of the SYCAMORE PARK DISTRICT protected intranet environment should not be used for internal communications to fellow employees.
- Recognize that both during working hours and not-working hours, you are an ambassador of the SYCAMORE PARK DISTRICT. You are expected to conduct yourself at all times in the best interest of the SYCAMORE PARK DISTRICT. If your views negatively impact the reputation or the integrity of the SYCAMORE PARK DISTRICT, hurt staff morale, or create friction among staff, you may be disciplined, up to and including termination.
- Lastly, use your best judgment. Ultimately, you have sole responsibility for what you post to your blog or publish in any form of online social media.

Exception to Restriction on Employee Communications. Nothing in this Policy shall be construed to prohibit employees from using communications systems (whether Park District-owned or personal) to engage in protected, concerted activities during non-working time (*i.e.*, during authorized break or meal periods). In this regard, it is important to understand that protected, concerted activities generally do not include such communications as threats, harassment in violation of law or Park District policy, communications involving illegal activity, political activity in violation of law or Park District policy, personal commercial ventures, and other communications that are both prohibited by Park District policy and not protected by applicable laws relating to the legal right of employees to engage in protected, concerted activities.

Adopted on:

Revised on: October 2016



3-26 SOCIAL MEDIA POLICY RECEIPT

This policy has been established to identify the guidelines of blogging and social media. Failure to abide by the policy can result in potential discipline and/or termination. Should you have any questions, consult your supervisor for assistance.

I have read, understand, and agree to comply with the established Social Media Policy.

Print Your Name: _____

Your Signature: _____

Date: _____