

City of La Crosse Social Media Policy

The City of La Crosse respects the right of employees to use social media and does not discourage employees from self-publishing, self-expression and public conversation and does not discriminate against employees who use these mediums for personal interests and affiliations or other lawful purposes. Employees are expected to follow the guidelines and policies set forth to provide a clear line between you as the individual and you as the employee of the City of La Crosse.

1. Employees are encouraged to be careful in their use of social media to avoid the appearance of using that media in an official capacity.
2. If one should identify themselves as a City employee during their use of social media on a personal level, the profile and any related content should be consistent with how you wish to present yourself to your colleagues, supervisors and the public.
3. Employees shall make it clear that he or she is speaking for themselves and not on behalf of the City of La Crosse. If any information posted is related in any way to the work an employee performs or any topics related to the City, a disclaimer must be used such as, “[t]he opinions expressed on this site are my own and do not reflect the opinions of the City of La Crosse.”
4. Employees shall refer to the guidelines set forth in the Information Technology Resource Policy when utilizing City computers or other City supplied devices. Do not use City of La Crosse email addresses to register on social networks, profiles, blogs or other online tools utilized for personal use.
5. Employees shall refrain from using social media during work hours or on equipment the City provides, unless it is work-related as authorized by your supervisor or manager and consistent with City policy. See Administration of City Social Media Sites Policy for additional information.
6. Employees are personally responsible for their commentary on all social media sites and can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any party.
7. Employees can be disciplined for using social media in a manner that violates City policies or during work hours. Information posted on social media sites can be used by the City as evidence in disciplinary actions.

8. When using social media, employees are encouraged to be fair and respectful to fellow employees, supervisors, customers, residents, suppliers or people who work on behalf of the City of La Crosse. If employees decide to post complaints or criticisms, they shall avoid using statements, photographs, video or audio that could be reasonably viewed as malicious, obscene, threatening or intimidating, or that disparages customers, members of the public, other employees or suppliers or that may constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or the City's reputation. Further examples are posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or City policy. Malicious gossip and the activities mentioned here will not be tolerated.
9. Employees cannot post the name, trademark or logo of the City, company-privileged information, including copyrighted information or city-issued documents, or photographs of other employees, residents, vendors or suppliers taken in their capacity as City employees.
10. Employees should not link from a City internal or external web site to a personal social media site without the permission of their Department director and the assigned administrator.
11. Employees are advised that social media platforms may be subject to legal discovery including subpoenas in legal proceedings.