



Resolution 2017-45

Approving the
ROOSEVELT COUNTY POLICY
Social Media Policy

WHEREAS, Roosevelt County recognizes that its employees are free to participate in social media and to publish their own personal information without restrictions by Roosevelt County; and,

WHEREAS, Roosevelt County also recognizes that any County employee who participates in social media must avoid posting information that could place the County at a competitive disadvantage or creates a legal compliance risk for Roosevelt County; and,

WHEREAS, Roosevelt County wishes to adopt Social Media Policy which relates to those instances in which County employees participate in social media and voluntarily choose to identify himself or herself as an employee of Roosevelt County on any internet website, blog, or other social media platform.

NOW, THEREFORE, BE IT RESOLVED by the governing body of Roosevelt County that the Roosevelt County Commission hereby adopts the Roosevelt County Social Media Policy, which is hereby approved.

PASSED, APPROVED, and ADOPTED this 5th day of September 2017.

ATTEST:

DeAun D. Searl, Roosevelt County Clerk

**BODY OF COUNTY COMMISSIONERS
ROOSEVELT COUNTY, NEW MEXICO**

Paul Grider, Chairman – District V

Gene Creighton, Vice-Chairman – District IV

absent

Dennis Lopez – District I

Matthew Hunton – District II

Lewis (Shane) Lee – District III





1.0 PURPOSE: The purpose of this administrative policy is to provide county departments and employees with guidelines for individual and group participation in Social Media outlets as a Roosevelt County Employee.

1.1 For purposes of this policy, social media should be understood to include any website or forum that allows for the open communication on the internet including, but not limited to:

- Social Networking Sites (i.e. LinkedIn, Facebook, etc.);
- Micro-blogging Sites (i.e. Twitter and others similar);
- Blogs (including company and personal blogs);
- Online Encyclopedias (i.e. Wikipedia and others similar); and
- Video and photo-sharing websites (i.e. YouTube; Flickr, etc.)

2.0 POLICY: Roosevelt County respects the desire of employees to participate in social media during their personal time and not during work hours. In general, employees who participate in social media are free to publish their own personal information without restrictions by Roosevelt County. Employees must avoid, however, posting information that could place the County at a competitive disadvantage or a legal compliance risk. If an employee chooses to identify himself or herself as an employee of Roosevelt County on a personal website or blog, he or she must adhere to the following guidelines:

2.1 Employees Are NOT Authorized to Speak on Behalf of Roosevelt County, Unless Explicitly Given Permission — Employees should express only personal opinions online and an employee should never represent himself or herself as a spokesperson for the County or other co-workers, clients, customers, colleagues or other individuals who work on behalf of or who are associated with the County. If an employee chooses to post online content relating to the County, the employee should make it clear that he or she is not speaking on behalf of the County. Any online activity relating to or impacting the employer should be accompanied by a disclaimer stating that “the posting on this website are my own and do not necessarily reflect the County’s opinion or position”. This disclaimer should be visible and easy to understand.

2.2 Employee may not use the County’s logo on any personal social media network without permission from the County Manager or designee in writing. This includes photographs, depictions of County uniforms, badges, patches, marked vehicles, or any item identifiable to belonging to the County.

2.3 Employee may not disclose any information that is confidential or proprietary to Roosevelt County or to any third party that has disclosed information to the County. Consult with the County Manager for guidance to what constitutes as confidential information.

2.4 Employees are responsible for maintaining the County’s positive reputation and presenting the County in a manner that safeguards the positive reputation of themselves, as well as, the County’s employees, manager, etc. Accessing social media for non-work related activities is prohibited during working hours.

2.5 Use of social media at work is strictly prohibited unless authorized for official County purposes. Likewise, use of County property including computer, wireless technology or internet

networks for social media is prohibited. Employees are advised that county property is monitored for improper use and will be detected.

2.6 If an employee uses social media to harm the County, County constituents, or fellow employees, participation in social media while not at work can have employment consequences. Employees shall not use social media to intimidate, humiliate, denigrate, offend, insult, antagonize or provoke another person, whether such material is in written comments, pictures, artwork video or other references on their website or through other mediums of communication. Nor shall an employee use social media to violate County policies, County ordinances, or State or Federal laws.

2.7 If social media activity by an employee is harmful or violates any of the conditions of this Policy, then Roosevelt county may request the immediate deletion of any confidential or proprietary information or other materials posted on social media which harm the County, fellow employees, or otherwise violate the terms of this Policy. Any employee who violates this Policy may be subject to disciplinary action up to and including termination.

2.8 If any Roosevelt County employees becomes aware of inappropriate use of social media in violation of this policy, he or she has the responsibility of immediately reporting the conduct to their Elected Official, Department Head or Human Resources.

2.9 Employees are reminded that information posted on social networking internet sites is not private. This information can be viewed by the public

3.0 SCOPE: This policy applies to all Roosevelt County employees and elected officials.

4.0 RESPONSIBILITIES: All County Employees are responsible for their own actions.

Sdk

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DeAnn D Searl, Roosevelt Co. Clk., Roosevelt, NM

