



POLICY ON PERSONAL USE OF SOCIAL MEDIA

City of Santa Barbara Administrative Policy Issued by:
City Administrator

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Purpose

Provide guidelines for employees to use personal social media sites while protecting the City organization.

Definitions

- **Social Media Sites:** Internet-based tools for sharing and discussing information with networks of individuals and groups. Examples of social media sites include the following: Facebook, Twitter, YouTube, Nixle, LinkedIn, Flickr, NextDoor, RSS Feeds, Wikis, and blogs.
- **Posts or Postings:** Information, photos, videos, data or any other form of communication posted on a social media site.

Policy Guidance and Tips for Use of Personal Social Media Sites

1. **Personal Use of Social Media During Work Hours:** Employees who do not have official responsibility to maintain or post information on social media sites should not spend time during regular work hours, monitoring or posting information on any sites, including personal social media sites.
2. **Personal Points of View:** All employees have the right to their personal points of view regarding City issues. If employees post comments, complaints, or criticism about the City of Santa Barbara and its activities on a social media site, they should disclose that they do not represent the City of Santa Barbara and they are stating a personal opinion.
3. **Use of City Email Address and Seal:** Do not use official City email addresses to register on personal social media sites. Do not post the City of Santa Barbara seal or department logos in personal social media site profiles. Emails from the City domain (@SantaBarbaraCA.gov) and the City seal and department logos indicate official communication from the City of Santa Barbara and its departments. City email addresses and images help the public identify official City sites and avoid fraudulent sites.
4. **Protecting Privacy and Preventing Unwelcome Contact:** Social media interactions can potentially be a source of misunderstanding between senders and recipients. Employees with enforcement or approval authority should avoid initiating contact with City customers subject to that authority through "friend" requests and similar actions. Members of the public may consider off-duty communication from a City employee unwelcome, inappropriate, or unprofessional. To restrict access to personal information, use privacy settings to limit content made available to the public.