

Employee Use of Social Media Policy

1.0 Policy Statement

The City of Mount Pearl social media policy guides the personal use of social media by employees.

2.0 Background

It is accepted that employees use social media in their personal life, but should do so with integrity, honesty, and respect toward the City of Mount Pearl.

3.0 Personal Use of Social Media

The following standards apply:

- As a private citizen when engaging in social media, employees must use a private email address rather than their City of Mount Pearl issued email address;
- The City does not authorize the personal use of the City's logo by an employee, unless specifically authorized;
- If an employee chooses to self-identify as a City employee, that person must ensure that he or she clarifies that all opinions posted are his/her own and do not necessarily reflect those of the City of Mount Pearl;
- City policies including those respecting privacy, confidentiality of corporate information and harassment and discrimination must be followed;
- The City does not condone publically posted content or comments by employees in any forum, made at any time, that undermine the employment relationship;
- In all circumstances employees are reminded to exercise common sense and good judgement in the use of social media;
- They should always be respectful about the privacy of individuals with whom they have contact with or about whom they have information as a result of working with the City of Mount Pearl;

4.0 Approvals



Steve Kent, Chief Administrative Officer

December 19, 2017

Date