

**RESOLUTION 52-2012**

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF BENSON, ARIZONA, AMENDING THE CITY'S HUMAN RESOURCES ADMINISTRATIVE POLICY BY ADDING NEW SECTION 15.5 REGULATING EMPLOYEE USE OF SOCIAL MEDIA**

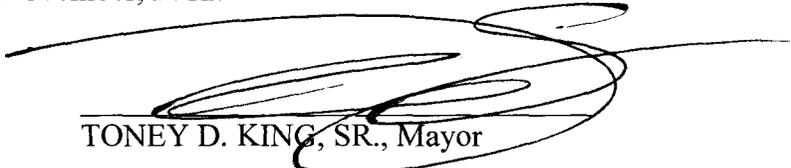
WHEREAS, the City of Benson has adopted a Human Resources Administrative Policy to regulate employee conduct and standardize discipline; and

WHEREAS, with increasing prevalence and use by City employees of various forms of social media, it is incumbent upon the City to set forth acceptable parameters of such use.

NOW, THEREFORE BE IT RESOLVED by the Mayor and Council of the City of Benson, Arizona, that:

1. The Human Resources Administrative Policy is hereby amended by adding new Section 15.5, attached hereto as Exhibit "A", to regulate the use of social media by City employees.
2. Staff is hereby directed to disseminate and educate all City employees on the updated and amended Human Resources Administrative Policy.

PASSED AND ADOPTED BY THE MAYOR AND COUNCIL OF THE CITY OF BENSON, ARIZONA, this 26th day of November, 2012.



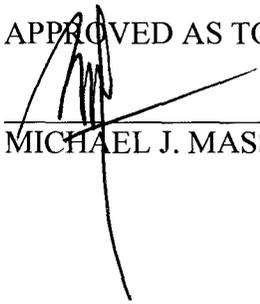
TONEY D. KING, SR., Mayor

ATTEST:



VICKI L. VIVIAN, CMC, City Clerk

APPROVED AS TO FORM:



MICHAEL J. MASSEE, City Attorney

**EXHIBIT “A”**

Section 15.5

## **Personal Use of Social Media**

Off-duty personal/private blogging and use of social media may be the basis for discipline if an employee uses social media to disseminate confidential or sensitive information without prior authorization, or the message undermines good order or morale in the workplace or brings disrepute upon the City. Failure of the employee to immediately remove such harmful or disruptive material from the employee's social media site(s) when such demand is made by the employee's supervisor may be grounds for further discipline.

Employees who engage in personal/private blogging or use of social media sites may not:

- Attribute personal statements, opinions, or beliefs to the City of Benson.
- Disclose confidential or sensitive City information.
- Use the City Logo or trademarks.
- Post any material that:
  - constitutes harassment, hate speech or libel
  - violates the privacy rights of fellow employees
  - is disruptive to the work environment because it impairs workplace discipline or control or is insubordinate
  - impairs or erodes working relationships
  - creates dissension among co-workers and/or the public
  - interferes with job performance
  - obstructs operations.

It is strictly prohibited to use City-owned computers or devices such as Internet-enabled personal digital assistants (PDAs), for example, Blackberries, or other smart phones for personal/private blogging or personal/private social media use at any time.

City employees may engage in the use of private employee blogging or personal/private use of social media sites such as, but not limited to Facebook, Twitter, etc. during working hours if the time taken to do so is within the timeframe of a break or lunch period as described in the Employee Handbook and it is not disruptive of their job performance. However, such use of personal blogging or personal/private social media/networking sites during working hours may under certain conditions cause the use of such sites by an employee to fall under public records laws and/or scrutiny from the public.

When commenting publicly in the capacity as a City of Benson employee on a social media site controlled by the City, each employee must make his or her status as a City of Benson employee clear. At no time should any employee ever use their position with the City of Benson to endorse or promote products, opinions, or causes. Each employee should also be clear about whether, in such commentary, they are speaking for themselves (most often) or in an official capacity for the City of Benson.

Every employee must conform to the City's Standard Operating Procedures for Social Media when uploading any information on a City owned or controlled website or disseminating information on behalf of the City via social media.