

**INTERNET SOCIAL MEDIA POLICY**

**Department: Human Resources**

**Supersedes: N/A**

**Date of Board Approval: 6/22/2016**

## **Central Florida Expressway Authority Internal Social Media Policy**

At CFX, we understand that social media can be a fun and rewarding way to share life events and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist in making responsible decisions about use of social media, CFX has established guidelines for appropriate use of social media.

### **Guidelines**

These guidelines are intended to provide reasonable guidance for online behavior by employees. They are not to be construed as an attempt to abridge anyone's legal rights.

In the rapidly expanding world of electronic communication, social media can mean many things. It encompasses a broad range of online activity, all of which can be traced back to its origin. Social media includes multiple means of communicating or posting information or content of any sort on the internet, including to individual's own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with CFX, as well as any other form of electronic communication.

It is important for all employees to remember that an employee of CFX is a representative of the Agency and are subject to public scrutiny and public records. Ultimately, individual employees are solely responsible for what they post online. Before creating online content, consider some of the risks and rewards that are involved. It is also important to think about personal safety and protecting information that should be private. Take time to explore the privacy settings on the various social networking websites.

### **Know and follow the rules**

Employees will be held responsible for any actions that violate CFX policies and/or federal, state and local laws. For example, postings that include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject individuals to disciplinary action, up to and including termination.

### **Be respectful**

Be fair and courteous to fellow employees, customers, vendors, and people who work on behalf of CFX. Also, keep in mind that individuals are more likely to resolve work related complaints by speaking directly with co-workers or by utilizing the open door practices than by posting

complaints to a social media outlet. Nevertheless, if individuals decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, or that might constitute harassment or bullying. Examples of such conduct might include maliciously false posts or 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 CFX policy.

### **Be honest and accurate**

Make sure to only post honest and accurate information or news, and if a mistake is made, correct it quickly. Remember that the internet archives almost everything; therefore, even deleted postings can be searched. Never post any information that is known to be false or rumors about CFX, fellow employees, customers, vendors, or people working on behalf of CFX.

### **Post only appropriate content**

Do not create a link from personal blogs, websites or other social networking sites to a CFX website without identifying the source as a CFX employee. What is published on an outside blog and social media sites should not appear to be endorsed by or originated from CFX. If individuals choose to list work affiliation on a social network, then it should include a disclaimer associated with any posts concerning CFX that "the views expressed are of the author and do not reflect the views of CFX." Follow the terms and conditions of use that have been established by each venue used for social networking activities and don't post any information or conduct any online activity that may violate applicable local, state or federal laws or regulations. Identify all copyrighted or borrowed material with citations and links. When publishing any material online that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author, where applicable. Content never disappears entirely once it's been posted. Ensure that all postings are factually and grammatically correct. Take consideration when posting information about travel schedules, personal contacts, away messages, etc., as other internet users could have access to daily patterns and result in vulnerability to crime. Please use common sense when publishing anything on the internet or visiting websites.

### **Using social media at work**

Unless use of social media is work-related pursuant to Agency policy or authorization from the department manager, employees should refrain from accessing social media sites from equipment provided by CFX. Unless work related, individual use of social media from any device should be limited to non-work hours such as bona fide meal periods, or times before or after clocking in for work. Employees may not use CFX email addresses to register on social networks, blogs or other online tools utilized for personal use.