


Policy Title:		Social Media Use	
	OFFICE OF THE CHIEF ADMINISTRATIVE OFFICER	Category	Human Resources
		Administrative Policy #	
		Revision #	N/A
		Review Frequency	As Needed – no less frequently than triennially
Administrative Division	Human Resources	Reviewed By	Chief Administrative Officer, General Counsel, Human Resources Director
BOWC Approval		Last Reviewed/Update Date	5/24/19
Implementation Date			

1. OBJECTIVE

- 1.1. To protect the integrity of DWSD from unauthorized representation, from accidental or intentional damage or destruction of DWSD's brand and from reputational risks from improper use of social media.

2. PURPOSE

- 2.1. The purpose of this policy is to ensure the acceptable use and control requirements of social media use. These rules are in place to protect the employee and DWSD. Inappropriate use exposes DWSD to inaccurate dissemination of news and information as well as potential adverse impacts to the DWSD and its employees.

3. DEFINITIONS

“Board” means the City of Detroit Water and Sewerage Department (DWSD) Board of Water Commissioners.

“Contractor” means a person who directly provides services to DWSD within or outside of its offices or facilities pursuant to a contract. The term Contractor includes both independent contractors and contract employees of DWSD. If a Contractor is a partnership, corporation, limited liability company, or other form of business organization, this policy shall apply to the individual(s) within that Contractor's entity who directly provide services to DWSD or directly supervise the delivery of those services. The term Contractor shall be interchangeable with the term Employee.

“Disparaging Comment” means a comment made with the intent to belittle the value or importance of someone or something.

“Employee” means a member of the Board, a person employed by the DWSD, whether on a full-time or part-time basis, and any individual who provides services to DWSD within or outside of its offices or facilities pursuant to a personal services contract.

“Social Media” consists of various user-driven channels for social interaction, using easily accessible communication techniques, such as Web-based and mobile technologies to engage in interactive communication (e.g., Sharepoint, Facebook, Twitter, Instagram, LinkedIn, blogs, YouTube). Social Media may also include any object or tool that connects people in dialogue or interaction in person, in print, or online – practices, technology, tools, and online sites that involve social relationships, participation and user-generated content.

4. **SCOPE**

- 4.1. This policy applies to all DWSD Employees, Contractors, student interns, volunteers, and other persons authorized to use DWSD's computer and technology resources.

5. **RESPONSIBILITIES**

5.1. **Human Resources and Public Affairs**

- 5.1.1. The Human Resources Director and the Public Affairs Director are responsible for publishing this policy; communicating this policy to all employees; review, approval and publishing of divisional standard operating procedures; and updating this policy as necessary.
- 5.1.2. The Human Resources Director, or delegate, is responsible for interpreting and enforcing this policy.
- 5.1.3. Human Resources is responsible for carrying out disciplinary action against employees who do not comply with this policy.

5.2. **Management**

- 5.2.1. DWSD management is responsible for being familiar with, understanding, and acting in compliance with this policy. Management shall alert Human Resources when a violation has occurred.

5.3. **Employees**

- 5.3.1. Employees are responsible for being familiar with, understanding, and acting in compliance with this policy.

6. **POLICY**

6.1. **Use of Social Media**

- 6.1.1. **Authorized Employees.** Only authorized Employees may post social media content on behalf of DWSD and are expected to exercise good judgment and act in a professional manner. (See also, Disclosure of Sensitive Information Related to Critical Infrastructure Policy; Media Communication Policy)
- 6.1.2. **Unacceptable Social Media Content.** Unacceptable content includes, but is not limited to, social media posts regarding DWSD, Employees, Contractors, customers, or other City of Detroit Employees or departments that:
 - a. intentionally harms another person's reputation;
 - b. contributes to a hostile work environment, including disparaging comments or bullying on the basis of race, sex, disability, religion or any other status protected by law or company policy;
 - c. contains knowingly false information;
 - d. contains gossip or rumors;
 - e. is malicious, obscene, threatening or intimidating, or similarly inappropriate content.
- 6.1.3. **Confidential Information.** Employees shall not post DWSD confidential information on personal social media pages or on DWSD's social media pages unless authorized to do so. Confidential information includes but is not limited to: confidential financial information, legally privileged materials, customer or employee information,

proprietary information or other internal operational documents. (See also, Disclosure of Sensitive Information Related to Critical Infrastructure Policy; Media Communication Policy)

- 6.1.4. Employees who use social media, publish a blog, or post online advertisements shall not post Unacceptable Social Media Content. Any other content related to their primary work responsibilities at DWSD or subjects associated with DWSD, shall clearly state that the content solely represents the employee's views and is not posted on behalf of DWSD, nor does the employee represent DWSD.

6.2. Using Social Media at Work

- 6.2.1. DWSD employees shall refrain from using non-authorized DWSD social media during their work hours and on DWSD equipment, unless authorized by members of management and consistent with the Acceptable Use policy.
- 6.2.2. Employees shall not use their DWSD email addresses to register on social networks, blogs or other online tools utilized for personal use. DWSD email addresses shall only be used for DWSD social media accounts maintained by authorized Employees.

6.3. Reasonable and Necessary Accommodations

- 6.3.1. Management may take reasonable and necessary actions to accomplish the intent of this policy.

7. PROCEDURE

7.1. Reporting Process

- 7.1.1. An Employee who suspects a violation of this policy has occurred is encouraged to notify their direct supervisor or Human Resources. Reports may also be made anonymously on DWSD's Fraud, Ethics and Safety Hotline.

7.2. Investigation

- 7.2.1. The Human Resources Division or the Fraud, Ethics and Safety Hotline Committee will determine the extent of investigation to be conducted based upon the nature of the social media content.
- 7.2.2. An Employee who reports a violation of this policy and any persons interviewed may be asked not to discuss a pending investigation.

7.3. Corrective Action

- 7.3.1. The Human Resources Division shall determine the appropriate corrective action for sustained complaints.
- 7.3.2. Failure to comply with this policy is a violation of DWSD's Employee Standards of Conduct policy and may lead to revocation of system privileges and/or disciplinary action according to DWSD's Disciplinary policies.
- 7.3.3. Employees who post Unacceptable Social Media Content or Confidential Information may be subject to disciplinary action up to and including termination. A Contractor using DWSD technology resources who fails to comply with this policy may be considered in breach of its contract and have system privileges revoked and/or its contract terminated.