



Social Media

Board Approval:

R M Kelly, Chairman

Date: 4/26/16

Purpose

To provide guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, micro blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Policy

The following principles apply to professional use of social media on behalf of JCESA as well as personal use of social media when referring to, or associated with, JCESA.

- Employees must know and adhere to the JCESA Employee Handbook when using social media in reference to JCESA.
- Employees should be aware of the effect their actions may have on their image, as well as JCESA's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that JCESA may observe content and information made available by employees through social media. Employees should use their best judgement in posting material that is neither inappropriate nor harmful to JCESA, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media contact include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post, or release any information that is considered confidential or not public. If there are any questions of what is considered confidential the employee should ask their supervisor.
- Employees are prohibited from publishing, posting, or releasing photographs of emergency incidents without express permission of the Director or Deputy Director. Photographs containing the likeness of a patient will not be published or posted under any circumstances.
- Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized JCESA spokespersons.
- If employees encounter a situation while using social media that threaten to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees should get appropriate permission before referring to or posting images of current or former employees, members, vendors, or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property



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- Social media use should not interfere with an employee's responsibility at JCESA.
- Off-duty activity that violates JCESA's code of conduct or any other agency policy may subject an employee to disciplinary action up to and including dismissal.
- If employees publish content off-duty that involves work or subjects associated with JCESA, a disclaimer should be used.
- It is highly recommended that employees keep JCESA related social media accounts separate from personal accounts.