



Personnel Policies

CITY OF WESLACO,
TEXAS

SOCIAL MEDIA

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Page: 1 of 1

The following guidelines apply to employee's work-related blogs, personal Web sites, postings on Facebook and other interactive sites, postings on video or picture sharing sites, or in the comments that they make online and in responding to comments from others either publicly or via email. These guidelines apply only to work-related issues and are not meant to infringe upon employees' personal interaction in social media or commentary online.

If an employee maintains a Web site or is writing a blog that will mention the City and/or our products, services, employees and citizens, the employee must identify that he or she is an employee of the City of Weslaco and that the views expressed are the employee's alone and do not represent the views of City of Weslaco. Employees are not authorized to speak on behalf of the City, or to represent that they do. Our logo and trademarks may not be used without written permission from the City Manager. This is to prevent the appearance that an employee speaks for or represent the City. If an employee is maintaining a website or writing a blog that will mention our City and/or our products, services, employees and citizens, the employee must alert his or her manager

Employees may not share information that is confidential and proprietary about the City. This includes information about our products, services, sales, finances, employees, strategy, and any other information that has not been publicly released by the City. These are only examples of information that the City considers confidential and proprietary. If employees have any question or concern about whether information has been released publicly, they must speak with their manager before sharing it. Employees cannot use City equipment, including computers or other electronic equipment, or work time, to conduct personal blogging or social networking activities. Employees may not use City email addresses to register on social networks, blogs, or other online tools for personal use.

The City expects employees to write knowledgeably, accurately and professionally about our products, services, employees and citizens. Despite disclaimers, employee interaction on social media can result in the public forming harmful opinions. Employees must avoid any behavior that will reflect negatively on City's reputation. Unfounded or derogatory statements, misrepresentations, as well as any commentary, content, or image that is defamatory, pornographic, proprietary, harassing or libelous will result in corrective action and/or termination of employment.

Employees are personally responsible for their commentary on blogs and social networking sites. Employees can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party.