



Social Media – Acceptable Use Policy

Purpose

At Forsyth County we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media for self expression also presents certain risks and carries with it certain responsibilities. To assist employees with making responsible decisions about the use of social media, the County established guidelines for the use of social media.

Policy

Employee use of County-approved social media sites to communicate with residents and promote citizen participation:

- Employees may only post supervisor-sanctioned content and may only respond to content related to their job duties at Forsyth County.
- Employee posts and responses shall be factually accurate and may only reflect their official positions pursuant to their jobs.
- The County may consider an employee's posting of social media content in support of disciplinary actions up to and including dismissal.

Forsyth County employees may be disciplined, up to and including dismissal, for comments on social media (personal accounts or County-approved) that infringe upon that employee's or other County employees' productivity or performance that contains harassing, discriminatory, retaliatory or bullying content, that is disparaging or defamatory, that publishes confidential information, or that undermines the mission and credibility of Forsyth County Government. Communication not permitted in the workplace is also not permissible in social media. This policy will not be applied in a manner that interferes with the rights of employees.

Scope

This policy applies to all full-time and part-time and representatives delegated to post on social media on behalf of Forsyth County Government.

Examples of Social Media Platforms

These guidelines cover all social media platforms including but not limited to:

- Social Networking Sites (Facebook, Google+, LinkedIn, etc.)
- Micro-blogging sites (Twitter, Tumblr, Fliptr, etc.)
- Blogs (personal blogs, as well as comments)
- Video and Photo Sharing Websites (Flickr, YouTube, SmugMug, Snapfish, etc.)
- Forums and Discussion Boards (Google Groups, Yahoo! Groups)
- XML & RSS Feeds
- Ideation Programs (IdeaScale, IdeaFactory, etc.)