

CHAPTER TEN
GENERAL INFORMATION

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CHAPTER TEN
GENERAL INFORMATION

I. Acceptable Technology Use

The City of Hampton has established rules for the acceptable use of City technology equipment on the City's computer network. These rules are in place to protect both the employees and the City. Inappropriate use exposes the City to risks including virus attacks, compromise of network systems and services, and legal issues.

Internet/Intranet/Extranet-related systems, including but not limited to computer equipment, software, operating systems, mobile devices, applications, storage media, network accounts electronic mail, web browsing, electronic data, social media, cloud services and file or data transfers, are the property of the City. These systems are to be used for official City business purposes in serving the interests of the City, and of our citizens in the course of normal operations.

Effective security is a team effort involving the participation and support of every City employee and affiliate who deals with information and/or information systems. It is the responsibility of every computer user to know these guidelines, and to conduct their activities accordingly.

Employees, officials, agencies, boards, committees, and contractors of the City will be referred to as "users" as applicable throughout this policy. All users must abide by this policy as well as local, state, and federal laws and regulations while using any City-issued devices or equipment or when used for official City business.

For instructions on the acceptable use of a City-issued device, Local Area Network (LAN), remote access, internet (world wide web), and electronic mail (email),

please refer to Personnel Administrative Instruction 10.1 Acceptable Technology Use.

Violation of the Acceptable Technology Use Policy may be subject to disciplinary action up to and including dismissal.

II. Social Media Use

A. Overview

The City of Hampton supports the use of social media to communicate directly with the public, stakeholders, partners, and the media about City matters of public interest. City use of social media is intended to broaden the reach of communication and engagement with the community, while utilizing new platforms that offer methods of communicating beyond the traditional source of official information located at www.hampton.gov.

Social Media refers to any Internet-based software or service that allows users to interact with others via the posting of messages, files, or other content. Current examples include, but are not limited to, Facebook, Twitter, LinkedIn, Pinterest, Google Plus +, Tumblr, Instagram, Flickr, Meetup, Snapchat, Next Door and other various blogs, forums, and chat rooms. This also includes forms of online publishing, discussion groups, file sharing, user generated video and audio and virtual worlds. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy.

All social media should be treated as a formal, public communications tool and should be used to:

- A. Enhance and encourage external communications;

- B. Educate citizens regarding city services, programs, projects, meetings, events and businesses;
- C. Increase government transparency and efficiency;
- D. Engage citizens in community dialogue;
- E. Respond to inquiries regarding municipal services and government in a timely manner;
- F. Share posts from other City departments' or organizations' social media sites to help promote their programs, events and services;
- G. Communicate with citizens during inclement weather, emergencies, and man-made disasters; and
- H. Expand citizen interactivity and participation through online services and resources.

B. City Employees and Social Media

Use of social media during working hours unrelated to one's job is to be limited to incidental use only. Any incidental use must not interfere with other users' access to resources, must not be excessive and are subject to the City's Standards of Conduct policies.

Employees have no expectation of privacy with respect to the actions performed on their City issued devices and/or equipment. Social media access and use involving City equipment and resources are subject to the City's Acceptable Use Policy at all times.

For additional information on social media use, please refer to Personnel Administration Instruction 10.2 Social Media Use.

Any employee found to have violated the Acceptable Technology Use Policy or Social Media Use Policy may be subject to disciplinary action up to and including dismissal.