

Employee Guidelines for Personal Social Media Use:

We have developed the following guidelines in the event you decide to refer to the City in your personal online activities.

Employees assume any and all risk associated with their off-duty personal/private blogging and use of social media on non-City-owned equipment. The City may require immediate removal of material and/or take disciplinary action for personal/private blogging or personal/private use of social media sites by employees that causes disruption of the workplace or impairs the mission of the City. You may be held personally responsible for any posts deemed to be defamatory, obscene or libelous.

Statements made on social media that affect the workplace may also be investigated under any City policy implicated including, but not limited to, the EEO policy and the violence in the workplace policy.

Employees who engage in personal/private blogging, video, and use of social media sites may not:

- Attribute personal statements, opinions, or beliefs to the City of Kansas City, Missouri or do anything to give the false impression that the employee is representing the City in such statements, including recording at the workplace or in City uniform;
- Disclose confidential City information;
- Post or broadcast any material that: (i) constitutes harassment, hate speech, or libel against fellow employee(s); (ii) violates the privacy rights of fellow employees; or (iii) is disruptive to the work environment because it impairs workplace discipline or control, impairs or erodes working relationships, creates dissension among co-workers, interferes with job performance, or obstructs operations of the department or division.
Note: (posting hate speech on YouTube is considered broadcasting). It is irrelevant how others become aware of the post or video.

If you use social media for personal use, make it clear that you are speaking for yourself and not on behalf of the City of Kansas City.

If you publish content on any website or personal social media account outside of the City of Kansas City and it relates to work you do or to subjects associated with the City, you should use a disclaimer on your account's bio or description such as: "The views expressed on this account are mine alone and don't reflect the views of the City of Kansas City, Mo."

If you talk about City business online, use your real name and disclose your role as a City employee.

If a City employee is contacted by a resident or elected official on their personal social media account asking for the employee to respond as a City representative from their personal account, keep in mind that a response may be construed as a public record on employees' personal accounts under Missouri Public Records Law (Chapters 109 or 610 RSMo). If an

employee chooses to acknowledge an inquiry, the City recommends the employee respond in the following manner:

- a. Twitter: "Tagging @KCMO on your inquiry so the City may respond to you directly."
- b. Facebook: "Tagging @City of Kansas City, Mo. Government on your inquiry so the City may respond to you directly."
- c. Other platforms, such as Nextdoor: "Please contact the City of Kansas City, Missouri directly so the City may respond to you. You may submit your inquiry to communications@kcmo.org."