

CITY OF LAS VEGAS
ADMINISTRATIVE REGULATIONS



SUBJECT: CITY OF LAS VEGAS SOCIAL MEDIA POLICY

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APPROVED BY:


Leo Maestas, City Manager

CITY OF LAS VEGAS SOCIAL MEDIA POLICY

Purpose/Objective. The purpose of this administrative policy is to provide the City of Las Vegas (“City”) departments and employees with guidelines for individual and group participation regarding social media. For purposes of this policy, social media includes any website or forum that allows for open communication on the internet, including without limitation, social networking sites (such as Facebook, LinkedIn, etc...), blogging and/or micro-blogging sites (such as Twitter, etc...), online encyclopedias (Wikipedia and similar sites), and video and/or photo sharing websites (such as Flickr, Snapchat, Instagram, etc...).

The City of Las Vegas shall implement the following social media policy:

1. **Policy.** The City respects the rights of its employees to participate in social media during their personal time and using their personal devices, but shall have a no-tolerance approach to City employees accessing, using, or attempting to access or use, any social media during the hours that such employees work for the City (collectively “Prohibited Use”). City Employees are prohibited from using City resources and assets to access or attempt to access social media, and are also prohibited from publishing any information that could place the City at a competitive disadvantage or a legal compliance risk. Every City employee shall strictly adhere to the following:

A. City employees are not authorized under any circumstances to speak on behalf of the City absent express prior written permission by the City. A City employee shall not represent themselves, or any other City employee, as speaking on behalf of the City, its employees, councilors, agents or contractors (collectively "City Personnel"). If a City employee legally discloses any information regarding the City Personnel, or other information about the City, the City employee shall expressly include in writing that such City employee is not speaking on behalf of the City. Any material created, forwarded, posted or reposted by any City employee that may relate to, mention or impact the City shall be accompanied by the following "this posting is my own and does not reflect the opinion or position of my employer, the City of Las Vegas." Nothing in this policy shall operate to permit City employees to illegally or inappropriately disclose information regarding the City, including without limitation protected and/or confidential information.

B. City employees shall not use the City's logo without express prior written permission from the City Manager. This includes photographs, depictions of City logos and/or uniforms, badges, patches, vehicles, or any other item that may be identifiable as City property.

C. City employees shall not disclose any information that is confidential or proprietary to the City, or such information from any third party that has disclosed information to the City (collectively "Prohibited Information"). City employees shall not disclose or make public any information obtained as part of, or during the work hours of, the City employee's employment with the City.

D. City employees are responsible for maintaining the City's positive reputation and presenting the City in a manner that safeguards the positive reputation of the City and its employees.

E. City employees shall not participate in any Prohibited Use during hours of employment by the City, unless an express prior written exception for City purposes is granted by the City Manager. City employees shall not participate in any Prohibited Use. Any violation shall be subject to disciplinary action.

F. If a City employee uses social media to harm the City, City constituents, City employees or City agents, or in another manner that may be contrary to law, the City shall have the right to terminate the City employee's employment and take such further action as the City determines is appropriate. City employees shall not use social media to intimidate, humiliate, denigrate, insult, antagonize or provoke another person, regardless whether such acts are written, graphic, artwork, video or other mediums of communication. City employees shall not use social media to violate City policies, ordinances or state or federal laws.

G. If a City employee's social media activity is harmful or violates this policy, the City may request immediate deletion of any Prohibited Information, or other material which may harm the City, its employees, or otherwise violates this policy. Any City employee who violates this Policy may be subject to disciplinary action up to and including termination, and any legal remedies that the City may pursue.

H. If any City employee becomes aware of any Prohibited Use or Prohibited Information in violation of this policy, such employee is required to immediately report in writing such conduct to their department director and the City Manager.

2. Scope. This policy applies to all City employees and City elected officials.