



Use of Social Media

The City of Winnipeg encourages the use of Social Media* as a business tool. It helps us connect with other employees, our customers and citizens.

Employees using social media sites are responsible for content they post. More specifically, when they are:

- ▶ acting as a representative of the City of Winnipeg, making reference to the City of Winnipeg, as part of their role as a City employee, and/or
 - ▶ making reference to the City of Winnipeg when posting to personal social media pages, and/or
 - ▶ using City of Winnipeg equipment.
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City employees are representatives of our organization, both at work, and outside of regular business hours. As part of maintaining a positive image in our community, employees need to be aware of their responsibilities when using social media sites as a representative of the City, and/or when they are referencing the City of Winnipeg in either work-related or personal sites.

Continue to follow the Employee Code of Conduct by:

- ▶ Observing the highest standard of conduct at all times. This includes; not engaging in any activity that could damage the City's reputation, makes us unable to properly perform our employment responsibilities, causes other employees to refuse or be reluctant to work with us, or that hinders the City's ability to efficiently manage or direct its operations.
- ▶ Not creating the appearance that they are acting on behalf of the City or representing an opinion of the City without authorization to do so.
- ▶ Not using for personal benefit, any information acquired as a result of City duties.

Continue to follow the Respectful Workplace Administrative Standard by:

- ▶ Ensuring posted content is respectful and free of unlawful discrimination, harassment, disruptive (workplace) conflict, disrespectful behaviour and violence.

Follow the Use of Social Media Administrative Standard by:

- ▶ Securing Department Head authorization to;
 - create official City of Winnipeg social media sites,
 - participate in public facing social media sites as a City representative.
- ▶ Seeking approval through their Supervisor** prior to;
 - creating a public facing blog when content pertains to the City of Winnipeg,
 - creating an internally facing employee blog,
 - receiving desktop access to social media web sites based on an identified business need.
- ▶ Reporting to their supervisor** any content that appears to be inappropriate or otherwise in breach of the Use of Social Media Administrative Standard.

“Inappropriate” Posts or Content

Posts or content deemed “inappropriate” or in violation of the ***Use of Social Media Administrative Standard*** will be removed, and may result in discipline.

For more information, contact your supervisor** or human resources representative or visit CityNet at; [Use of Social Media Administrative Standard](#)

[Employee Protocol for Participation in and Use of Public Facing Social Media](#)

**Social Media is a term used to describe a user friendly family of electronic tools for people to connect, participate and share information. Social media can take many different forms including discussion forums, blogs, wikis, podcasts, Really Simple Syndication (RSS), pictures, video, rating and bookmarking. Social Networking Sites which are referred to as “Social Media” sites include Facebook, Twitter, YouTube and LinkedIn.*

***While the term Supervisor is used here, it is expected that City of Winnipeg employees will seek the appropriate level of approval or make contact based on the structure of their department.*

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