

## SECTION 5.17 SOCIAL MEDIA

Public employees have responsibilities, higher standards of conduct, and a public image to follow and maintain.

Employees may participate in any of these forms of communication using personal equipment during their personal non-work time.

Jefferson County Board of Developmental Disabilities (JCBDD) has the right to make sure that no employee has made unauthorized use of or discloses confidential information (e.g., personal, and protected information about employees and/or citizens). Employees are cautioned that they should have no expectation of privacy while using the public Internet, even on their own personal time, and even when using their own personal equipment. Employees' public postings on social media and other Internet sites can be viewed by anyone.

The following guidelines apply to all use of social media or the public Internet by employees, even when on their own personal time and on their own personal equipment:

- Employees are prohibited from transmitting any Protected Health Information (PHI)/confidential information obtained through their employment about individuals served, JCBDD employees, Board members, or the families of any of the aforementioned individuals through social media.
- Employees may not use social media/Internet messaging for JCBDD communications. Employees are reminded that all JCBDD communications are subject to public records disclosure and our email system is used for our official record. Further, social media/Internet messaging does not utilize encryption which is required by HIPAA for transmission of PHI over an open communications network.
- Employees are free to identify themselves as an employee if they wish. However, they should state that their views are their own, and do not reflect those of JCBDD.
- Only employees who are specifically authorized are permitted to prepare and modify content for the JCBDD website, any official JCBDD blogs, and any of JCBDD official social sites. If an employee is uncertain about

whether he is permitted to post certain content, he must discuss the proposed content with his/her supervisor prior to posting.

- If an employee sees a posting on the Internet from a member of the public that speaks adversely about any JCBDD operation or service, he should forward the post to his/her supervisor instead of responding directly to the poster.
- Employees may not claim to speak on behalf of JCBDD in an official capacity on the public Internet or in any social networking service unless they have been specifically authorized to do so. This includes the use of JCBDD name, the names of any of JCBDD programs, the JCBDD logo, or any other identifying feature of JCBDD.
- Unless specifically directed to do so, employees are prohibited from transmitting through social media any images of individuals served, the JCBDD workplace, Board members, or JCBDD employees.
- Employees may not post or view any content on social media sites or to the public Internet during working time, except as part of the employee's official assigned job duties.
- Employees may not post any threats of violence or any unlawfully harassing or discriminatory content about any of their coworkers, or any person.
- Employees are required to report any violation of this policy to their supervisor, the Human Resources Coordinator, or the Superintendent as soon as possible after they become aware of the violation.

Any employee found to be violating this Policy is subject to immediate disciplinary action, up to and including termination.