

City of Kinston

Post Office Box 339
Kinston, North Carolina 28502



Employee Social Media Guidelines

Dear Employees,

All city employees, regardless of position or department, represent the City of Kinston every day, both at work and in the community. We are citizens empowered to share our political, ideological, and social values; we are also employees held to a high ethical standard and required to uphold the decisions made by the City. As such, whether an employee is using social media for personal or official City use, whether on or off duty, and whether using a City or a personal device, they must uphold City policies and behave in a manner that enhances the reputation of the City and our co-workers. This includes, but is not limited to:

- Not disclosing confidential information to which an employee has access as part of the employee's role or duties.
- Not sharing information related to unlawful activities including, but not limited to, the use, sale or distribution of illegal substances.
- Speaking as an individual and not on behalf of the City of Kinston in personal social media statements.
- Not using personal social media to violate or infringe upon the right of any other person or entity or constitute a criminal offense or create civil liability.
- Being courteous and considerate at all times
- Following all personnel policies regarding personal conduct.

Inappropriate personal use of social media may be grounds for disciplinary action, up to and including termination.

For many city employees, sharing information and values on social media is a necessary part of being a citizen. These beliefs may be different from their co-workers or in conflict with city decisions. Balancing the roles of a citizen and an employee means expressing those beliefs and values while treating all people with respect, fairness, and courtesy, assuming that every person who sees those statements is a member of the public we serve. Language and sentiments that are threatening, harassing, derogatory or discriminatory based on race, gender, ability, religion, or any other protected status is not acceptable and will lead to disciplinary action.

If you have any questions or concerns about the appropriate use of social media, personally or professionally, contact your supervisor or our HR Director Gloria Blake at 939-252-3119. Copies of the

City's Personnel Policies, Code of Conduct, and Parks and Recreation Temporary Employee Handbook are also available for review in the HR Department and on the city website at <http://kinstonnc.gov/493/Personnel-Policies>.