

City of Casper-Natrona County Health Department

Subject: Social Media Policy **DRAFT**

Purpose: To outline the usage of social media in CNCHD operations

Introduction:

A CNCHD social media identity is a specific user that has been registered on a third party social media site (such as Facebook™) and is associated with the CNCHD, an official at the CNCHD, or a designated employee. Social media includes tools such as: blogs, wikis, microblogging sites, such as Twitter™; social networking sites, such as Facebook™ and LinkedIn™; video sharing sites, such as YouTube™; and bookmarking sites such as Del.icio.us™. The CNCHD Social Media Program is managed by [REDACTED]

The social media guidance document addresses the following components of CNCHD social media:

- **Required Work Related Use of Social Media:** Use of social media that is required as part of the employee's job function (e.g., when an employee tweets on behalf of the CNCHD Director on the Director's Twitter account).
- **Procedures for establishing Social Media:** A step-by-step process for establishing, monitoring and updating social media sites.
- **Personal Use of Social Media at Work:** An employee's personal use of social media while at work (e.g., logging onto Facebook™ and providing personal updates to a Facebook™ page, which is outside of the employee's official job function, while at work, during work hours) is prohibited as per the **computer policy**.
- **Personal Use of Social Media Outside of Work:** An employee's use of social media in his or her personal capacity outside of work time.