

## ARTICLE 5

### COMMUNITY PUBLIC RELATIONS

#### 40.51 PUBLIC RELATIONS RESPONSIBILITIES

- A) The City Administration shall plan, stimulate, and organize a continuous program of accurate and reliable public information that will define and explain the activities of the City to the public, in order that the citizens of Auburn will fully understand the city's needs and programs.
- B) Complaints from citizens should be handled by the Department Head in charge of the department involved. However, such complaints may be carried to the Mayor if they cannot be solved at the department level.
- C) All public News Releases should be cleared through Department Heads, and/or the Mayor, and/or Clerk-Treasurer, prior to their release.
- D) Each employee is a good-will ambassador for the City of Auburn and as such should promote the welfare of the City to the public.
- E) Each employee should inform their Department Head of any public problem, which comes to their attention in order for the City to solve problems.

#### 40.52 SOCIAL NETWORKING / INTERNET USAGE

The City of Auburn recognizes that Social Networking (such as personal web sites, blogs, Facebook, MySpace, Twitter, online group discussion, text messaging, message boards, chat rooms, etc.) can be used by employees for City business purposes. The City also understands how the use of internet social network sites and blogs can shape the way the public views out services, employees, vendors partners and citizen customers. The City respects the right of any employee to maintain a blog or post a comment on social networking sites. However, the City is also committed to ensuring that the use of such communications serves the needs of the city business and the citizens by maintaining the City's identity, integrity, and reputation in a manner consistent with our values and policies. Therefore, the City of Auburn has established the following rules and guidelines for communicating City-related information over Social Networking forums:

- A) Personal Blogging or Social Networking while at work on City work time.

Working time is your scheduled time of work, not including lunch hour, breaks or time prior to or after your shift. The City prohibits use of social networking sites during working time, unless said networking is part of an official City function.

- B) Legitimate Business Purposes

Any employee engaging in Social Networking or Blogging for legitimate business purposes on behalf of the City of Auburn, Indiana must receive express approval of all content with the appropriate supervisor before posting. Employees engaged in blogging or networking for legitimate business purposes on behalf of the City of Auburn, Indiana are responsible for complying with all City of Auburn policies

- C) Discrimination and Harassment

The City of Auburn is firmly committed to its equal employment opportunity policies and does not condone or tolerate discrimination. The City of Auburn also prohibits all forms of unlawful harassment. Employees are prohibited from engaging in any conduct, activities, communication or postings that violate City of Auburn policies regarding discrimination and harassment. No messages with derogatory or inflammatory remarks about any legally protected characteristic shall be transmitted or retrieved. No abusive, profane or offensive language is to be transmitted. Any conduct which is impermissible under the law if expressed in any other form or forum is also impermissible if expressed through blogs, social networks, text messages or other electronic means.

#### D) Right to Monitor

The City of Auburn reserves the right to monitor all City of Auburn, Indiana sponsored business blogs and social networking forums for the purpose of protecting its interests and monitoring compliance with City of Auburn policies. If activity is found to be compromising, insubordinate or adverse to the City of Auburn's legitimate business interests, the City of Auburn may require cessation and removal of any detrimental commentary or postings. The City of Auburn reserves the right to access any City of Auburn computers and electronic communication devices to monitor blogs and on-line websites. Employees should not maintain any expectation of privacy with respect to information transmitted over, received by, or posted on such sites.

#### E) Reporting

If an employee believes that a blog or other online communication violates any City of Auburn policy, the employee should immediately report the blog or online communication to the department of human resources. The City of Auburn may investigate the matter, determine whether such blog, posting, website, or communication violates City of Auburn policies, and take appropriate action.

#### F) Violations of Policy

Any employee who violates this policy may be subject to disciplinary action, up to and including termination. Additionally, violations of this policy may result in criminal prosecution, reimbursement of expenses incurred as a result of the violation, and additional legal action.