Social Media Policy FNSB 40.04
Attachment - Training Tool

The following scenarios provide guidance as to the correct interpretation of this policy. This is not an all-inclusive list of all possible scenarios. Check with your supervisor or the designated Public Information Officer if you have any specific questions whether an action would be a violation under this policy.

When using Social media an agent of the Borough:

1. Actions that do not violate this policy:
   a) Using social media to announce a borough program, service or activity. E.g.,
      “The Big Dipper is hosting the AFN potlatch on Wednesday, October 23, 2018 from 5-7, the public is welcome to attend.”
      “The Mayor is hosting a public meeting to discuss ways to streamline public meetings.”
   b) Using social media in a professional, easy to understand manner (similar to how you would correspond using email and other communication methods).
   c) Providing quick information on a time-sensitive issue, such as an emergency evacuation order:
      “The Emergency Operations Department has issued an evacuation watch for the Salcha area. Additional information will be posted as it becomes available. You can obtain current information by accessing our website at fnsb.us/emergency operations”

2. Actions that violate this policy:
   a) Posting information that is harassing in nature.
      “Bobby had better watch his back as I am going to hurt him. I can’t stand the guy, can you believe he turned me in for picking on him... he’ll get his.”
   b) Posting information about another employee’s medical condition or other confidential information you may come into contact with.
      “Suzie submitted a FMLA request today because she has cancer. As her supervisor, I just don’t know how that will impact our workloads, but we’ll have to figure out how to get through this. Sure hope she can beat it and gets back to work soon”.
      “Just got word that Sophia failed her drug test today, wonder how long it will take to replace her.”
      “Discipline really works- Ralph is at strike 2 and the next time he screws up, he’s out.”
c) Utilizing social media to promote a personal agenda that may not be the administration's position.

“I know the mayor said he supported this ordinance, but as the department director I don’t and here’s why.”

d) Utilizing social media for personal, financial gain.

“I’m opening up a snow removal business, if anyone needs their driveway cleared, give me a call. Orla in Assessing.” (OK on personal page without work tie reference. Not allowed on Borough page.)

e) Posting pornography or other offensive messages.

“Check out this naked photo of me standing by a borough rig.”

f) Utilizing a Borough social media account to advantage a candidate or other political advancement.

“I think the state could really benefit from Suzie as our representative. Be sure to get out and vote next Tuesday.” (OK on personal page. Not allowed on Borough page.)

g) Posting information that would breach security protocols, such as passwords and other secure information.

“I forgot my password, but then I change it to my birthdate (1-2-51) and it is much easier to remember now.”

“The borough’s firewall is down for maintenance and won’t be back up until next week.”

h) Posting information that is too relaxed/carefree, not professional.

“Doesn’t this dog look like just like her owner?”

“IMHO it is really NOYB!”

When using Social media as an individual:

Be aware that your posts are in the public domain and that if you identify yourself as a borough employee, you are making a link between the social media activity and your Borough employment.

Note: This Policy does not prohibit communication between employees on terms and conditions of employment (concerted activity). Posts that specifically address co-workers who are “friends” on the social network, where the co-workers respond to the post and the post relates to an issue that has previously been discussed in the workplace, is allowed.

Example of a Facebook post that is not allowed: “Colby Co-worker is driving me nuts and I just want to shake him.” (Prohibited by workplace violence policy)

Example of a post that is allowed: “I can’t believe my co-workers have received promotions and I have not received a raise in three years!” Followed by co-workers responding and agreeing, “Our evaluation process is unfair.”