

CITY OF HAMMOND
ORDINANCE NO. _____

An Ordinance to Amend Ordinance #04-3023 C.S.
Relative to Social Media

BE IT ORDAINED by the City Council that:

1. The Hammond Policies and Procedures Manual, Ordinance #04-3023, is amended to include a new section in Chapter 8, Rule VIII-5 to read as follows:

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Rule VIII-5- Social Media Policy

The City of Hammond understands that social media is widely used. However, use of social media also presents certain risks and carries with it certain responsibilities. As such, the City establishes the following guidelines for appropriate employee use of social media.

- A. In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s website or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with City of Hammond, as well as any other form of electronic communication.
- B. When considering your activities on social media outlets, keep in mind that any of your conduct that adversely affects your job performance or the performance of fellow employees, or that adversely affects citizens, customers, or vendors of the City of Hammond or of the City’s legitimate business interests may result in disciplinary action up to and including termination of employment.
- C. Inappropriate postings that may include discriminatory remarks, slander, harassment, and threats of violence or similar inappropriate or unlawful conduct against citizens or employees of the City of Hammond will not be tolerated and may subject you to disciplinary action up to and including termination of employment.
- D. Always be fair and courteous to customers, vendors, or people who work on behalf of the City of Hammond. When posting, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, dishonest, obscene, threatening, or intimidating, that disparage citizens, vendors, or employees, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or the City’s policies.
- E. Make sure that you are always honest and accurate when posting information. If you make a mistake, correct it quickly. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the City of Hammond, citizens, employees, customers, vendors, or people working on behalf of City of Hammond.
- F. Do not post internal communications relating to the City of Hammond or any City Departments or confidential information. Do not create a link from your blog, website, or other social networking site to the City of Hammond’s or City Department websites without prior written approval by the City’s Information Technology Department and either the Mayor or the Director of Administration.
- G. Express only your personal opinions. Never represent yourself as a spokesperson for the City of Hammond. State clearly that you are a City employee and that your views do not

represent those of the City, its employees, customers, vendors, or people working on behalf of City of Hammond. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of City of Hammond.”

- H. Refrain from using social media while on work time or on City-provided equipment unless it is work-related as authorized by your supervisor. Do not use the City of Hammond email addresses to register on social networks, blogs, or other online tools used for personal use.
- I. The City of Hammond prohibits taking negative action against any employee for reporting a possible deviation from policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination of employment.

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- 2. All Ordinances in conflict with the above are repealed.

The above and foregoing ordinance having been duly submitted to the Hammond City Council in writing; introduced at a public meeting on May ____, 2015 of the Hammond City Council and discussed at a public meeting held on June ____, 2015; after motion and second was submitted to the official vote of the Hammond City Council.

On motion by _____ and a Second by _____ the foregoing ordinance was hereby declared adopted on June ____, 2015, by the following roll call vote:

Votes: Johnny Blount () Jason Hood () Janice Carter Beard () Lemar Marshall () Mike Williams () Motion carried approved.

WHEREFORE the above and foregoing ordinance was declared duly adopted on this _____ day of June, 2015, at Hammond, Tangipahoa Parish, Louisiana.

Mike Williams
President, Hammond City Council

Pete Panepinto
Mayor, City of Hammond

Alma Mitchell, Acting Clerk
Hammond City Council