

Social Media

While Williamson County encourages employees to enjoy and make good use of your off-duty time, certain activities may become a problem if they affect their work. An employee's online presence can reflect on Williamson County. The lines between public and private, personal and professional information are blurred in this context. Be aware that comments, posts, or actions captured via digital or film images can affect the image of Williamson County. If an employee is posting to personal networking sites and speaking about job-related content or about the County, the employee should identify him/herself and use a disclaimer to make it clear that the views are not reflective of the views of County. ~~Employees may use social media in any way they choose, as long as that use does not produce adverse consequences.~~ Subject to the restrictions below, generally, employees may use personal social media any way they choose. With these goals in mind, ~~For this reason,~~ employees ~~must be reminded that the~~ follow these rules ~~guidelines apply~~ in their use of social media, both on and off duty:

- Employees are prohibited from publishing any personal information about themselves, another employee of Williamson County, applicants, or an associate of Williamson County in any public medium (print, broadcast, digital, or online) in any format (written, video or image) that:
 - Has the potential or effect of involving themselves, co-workers, or Williamson County in any kind of dispute or conflict with other employees or third parties.
 - Interferes with the work of any employee.
 - May create a harassing, demeaning, or hostile working environment for any employee.
 - Disrupts the smooth and orderly flow of work within the office, or the delivery of services to Williamson County's taxpayers or customers.
 - Harms the reputation of Williamson County among its taxpayers or in the community at large.
 - States falsities or is **defamatory of others and** the County. ~~is slanderous about the County~~
 - Reveals information that should be treated as confidential (by law) and/or information regarding the personal or private conduct, **health information**, and affairs of that person and interaction with other people that is unrelated to the person's job performance or official duties for Williamson County is personal information. ~~Health information is also considered personal information under this policy.~~
- **Workplace personal conduct standards, including but not limited to equal opportunity, anti-harassment and anti-discrimination, apply at all times. This prohibits posts containing obscene or sexually explicit language, images, acts and statements. Other forms of postings that ridicule, malign, disparage or otherwise express bias against any race, religion, disability, ethnic origin, sexual orientation or any other protected class of individuals are also prohibited.**
- Employees may not use County equipment or facilities for non-work-related activities or business including social media. Personal social media activities ~~should never interfere with work commitments and~~ should not be conducted **while working or on the clock.**
- Conducting oneself in such a way that his/her actions and relationships with others could become the object of gossip in the office, or causing unfavorable publicity for Williamson County in the community, is prohibited.
- If an employee creates a personal blog, they must provide a clear disclaimer that the views expressed in the blog are theirs alone, and do not represent the views of Williamson County. All information published on any blog(s) or other posting(s) should comply with Williamson County confidentiality and disclosure policies. This also applies to comments posted on other social networking sites, blogs and forums
- **Human Resources strongly recommends all County Department's/ Offices abide by the Social Media Policy above.**
- **Any violations of this policy are subject to disciplinary action, up to and including termination.**