

**BOROUGH OF WOODLAND PARK
PASSAIC COUNTY, NEW JERSEY
RESOLUTION R16-200**

**RESOLUTION ESTABLISHING
AN ELECTRONIC SOCIAL MEDIA POLICY**

WHEREAS, the Mayor and Council of the Borough of Woodland Park (Borough), County of Passaic, State of New Jersey desire to establish an Electronic Social Media Policy for all employees of the Borough concerning personal web pages, websites and other electronic social networking sites; and

WHEREAS, the Mayor and Council acknowledge that employees have the right to maintain personal web pages and websites, but their status as employees of the Borough requires that the content of those web pages and websites are not in violation of existing rules, regulations, policy, procedures, and directives or create a potential conflict of interest;

NOW THEREFORE BE IT RESOLVED, that the Mayor and Council of the Borough of Woodland Park, County of Passaic, State of New Jersey, do hereby establish the following Electronic Social Media Policy regulating personal use of web pages, websites and other electronic social networking sites as an employee of the Borough of Woodland Park:

ELECTRONIC SOCIAL MEDIA POLICY

PERSONAL USE

Barring Federal or State law to the contrary, all employees of the Borough of Woodland Park (Borough) shall abide by the following when using social media while using privately owned electronics:

1. Borough employees are free to express themselves as private citizens on social media sites to the degree that their speech does not impair any working relationships within the Borough for which loyalty and confidentiality are important, impede the performance of duties, impair discipline and harmony among coworkers or negatively affect the public perception of the Borough.
2. As public employees, Borough employees are cautioned that speech, dealing in matters of public concern, on or off-duty, made pursuant to their official duties, that owes its existence to the employee's professional duties and responsibilities, is not protected speech under the First Amendment and may form the basis for discipline if deemed detrimental to the Borough. Borough employees should assume that their speech and related activity on social media sites could reflect upon their office and the Borough.
3. Borough employees are prohibited from using Borough owned computers, cell phones, mobile data computers, or any other devices for any unauthorized purpose, including participation in personal social media or social networking. This prohibition shall include the use of Borough computers for bidding, buying and / or selling of personal items on such sites as E-Bay or similar activities that shall instead be conducted on an employee's personal computer.

4. Borough employees are prohibited from updating / posting to any social media or social networking platform from a Borough owned device, unless written permission is granted by the employee's immediate supervisor.
5. Borough employees are prohibited from disclosing any information, in any form, deemed confidential by the Borough to any individual not authorized to be in possession of said confidential information. Employees in possession of Borough confidential information will be held accountable to maintain such confidentially, and the disclosure of such information will result in disciplinary action.
6. Borough employees shall not post any information concerning their employment with the Borough that would be deemed inappropriate, offensive, or in violation of any rule, regulation or written directive of the Borough, nor shall they post information pertaining to any other Borough employee without that employee's permission.
7. Borough employees shall not post personal photographs, or provide similar means of personal recognition that would cause them to be identified as a Borough employee that would be deemed inappropriate, offensive, or in violation of any rule, regulation or written directive of the Borough.
8. When using social media, Borough employees should be mindful that their speech becomes part of the worldwide electronic domain. Speech containing obscene or sexually explicit language, images, or acts and statements or other forms of speech that ridicule, malign, disparage, or otherwise express bias against any race, any religion, or any protected class of individuals is prohibited.

REPORTING VIOLATIONS

Any employee becoming aware of or having knowledge of a posting or of any website or web page in violation of the provision of this policy shall notify his or her supervisor immediately for follow-up action.

Record of Mayor and Council Vote on Passage

	AYE	NAY	Abstain	Absent		AYE	NAY	Abstain	Absent
Spinelli					Kallert				
DeCesare					Pascrell				
Gatti					Mayor Kazmark				
Holloway									

This resolution was approved by the Mayor and Council of the Borough of Woodland Park at a regular scheduled meeting held on the 15th day of June, 2016. Signed and sealed before me.

 Kevin Galland, Municipal Clerk

 June 15, 2016
 Dated