



DEPARTMENT OF HUMAN RESOURCES

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Section 30: City of Scranton Social Media Policy

Note: Employees covered by a collective bargaining agreement between the City and a labor union may be covered by a policy that is different from the one below.

Purpose

Given the increasing prevalence of social media communications, the City of Scranton, noting its overriding interest in deciding what is communicated on its behalf on social media sites, hereby declares that it will use social media to communicate information to the public, where it deems appropriate, and will regulate its use by City of Scranton employees for or on behalf of the City of Scranton. This policy therefore establishes internal procedures for the use of social media by or on behalf of the City of Scranton.

Definitions

- "Social media" includes Facebook, Instagram, YouTube, Twitter, LinkedIn, Flickr, Google Plus, Pinterest, websites, blogs and forums, and other web or app-based communications or information-sharing sites.
- "City-related information" includes comments, information, articles, pictures, photos and other images that are related to City of Scranton activities.
- "City entity" shall refer to the Mayor, or City of Scranton Council, City of Scranton Departments, and any other group organized or created by the City of Scranton or reporting to it.

Scope

This policy shall apply to all City of Scranton officials, employees, and volunteers.

Guidelines for Use of Social Media

City of Scranton social media pages are maintained to communicate important information to the public. All postings on City of Scranton social media sites must meet the following requirements:

- Postings must be factual.
- Postings must not contain disparaging content or be inflammatory (except for presenting facts deemed lawful and appropriate).
- City of Scranton social media pages must not be used as mechanisms for distribution of personal opinions or political messages.