

**CITY OF PATERSON
DIVISION OF PERSONNEL**

Abby Levenson
Director of Personnel



Jose "Joey" Torres
Mayor

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MEMORANDUM

TO: All City of Paterson Employees
CC: Nellie Pou, Business Administrator
FROM: Abby Levenson, Personnel Director
DATE: June 28, 2017
RE: Social Media Policy

In an effort to be consistent amongst all City employees, please be advised that effective immediately the social media policy below is in effect City-wide for all employees.

Social Media Policy:

- Any communications, either directly or through other mediums, including but not limited to websites, blogs, emails, facsimile, social networking systems (e.g. Facebook, Twitter, My Space, You Tube, Linkedin, Instagram, etc.) and the like, that has a connection to your professional duties and responsibilities as public servants, that impairs or impedes the mission of the City of Paterson shall be prohibited.
- No information obtained while on-duty shall be shared and/or posted in any format, without the authorization of your Department Head.
- At no time shall personnel, while on-duty and/or in the performance of their duty, take any photographs, audios, and/or videos, without the authorization of their Department Director. No images taken by a member in the course or scope of their duties may be printed, copied, scanned, e-mailed, posted, shared, reproduced or distributed in any manner, except for official use only. This prohibition includes the posting of any such images on personal websites or other communication systems.
- Confidential or proprietary information relating to your duties with the City of Paterson shall not be disseminated, shared, disclosed, or posted on any social media outlet. This shall include personal information of third parties, who may have provided such information for official use only.
- Use of City of Paterson logos, uniforms, badges, and similar identifying symbols shall not be used without the authorization of your Department Head. Such use shall include

displaying same on any computer website, social media, or other information system. At no time shall any employee use the City of Paterson name and/or logo to endorse or promote any opinion, product, cause, or political candidate.

- At no time shall any employee act as a representative of the City of Paterson when discussing or communicating about matters of public interest.
- If using personal social media accounts, personnel are expected to utilize good judgment and maintain a standard of professionalism. As public servants, personnel shall refrain from any prohibited conduct, as outlined in the City of Paterson Personnel Policies and Procedures comply with all applicable federal, state, and local laws, ordinances, and regulations, including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

This policy shall take effect immediately. Failure to adhere to the policy may result in disciplinary action.