



**THE CITY OF NEW YORK  
DEPARTMENT OF SANITATION  
POLICY AND ADMINISTRATIVE PROCEDURE 2013-02**

EFFECTIVE DATE: June 28, 2013

SUBJECT: **EMPLOYEE USE OF SOCIAL MEDIA**

AFFECTED DIRECTIVES: None.

REFERENCE: Policy on Limited Personal Use of DSNY/City Office and Technology Resources, PAP2011-03;  
Code of Conduct, General Order No. 2010-06;  
Equal Employment Opportunity Policy, PAP2012-04.  
Mandatory Use of Department-Issued Picture/Video Recording Devices Only When Photographing or Taking Video of a Vehicular Accident or LODI Scene, GO 2012-08.

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## **POLICY**

The Department of Sanitation ("DSNY") recognizes that its employees use social media such as Facebook, Twitter, LinkedIn, YouTube and other forms of user-generated media, such as wikis, blogs and other on-line journals and diaries, as well as chat rooms and bulletin boards. This policy was developed to help employees identify and avoid potential issues and provide guidance to employees in the use of social media in their personal capacities.

## **PROCEDURE**

### **1. Separate Personal and Professional Roles:**

Employees should never use their City e-mail addresses when participating in social media. Employees may use social media during business hours, subject to the limitations set forth in the City's Acceptable Use Policy. However, only those employees who have a business need to use Social Media sites such as Facebook and Twitter will be able to access those sites from their work computers. Be aware that DSNY monitors employee internet use. Employees have no right to privacy with respect to any information transmitted, received, created, accessed, obtained, viewed, stored or otherwise found at any time on DSNY's computer system.

While employees may identify themselves as DSNY employees and use their titles on professional sites, such as LinkedIn, employees providing references, recommendations or referrals through a professional social media site must indicate that the opinion and views provided are personal and not the opinion or recommendation of DSNY.

Employees may not use any City or DSNY logo or name in any postings or on any web page for a commercial purpose.

### **2. Be Aware of Your DSNY Position:**

If you identify yourself as an employee of DSNY or hold a position with DSNY that is known to the general public, make sure that your profile, comments and other postings are consistent with how you want to present yourself publicly. Make it clear through use of a disclaimer that the statements and views expressed are yours and do not reflect the views of DSNY. Managers and others with leadership responsibilities must, in particular, consider whether their personal thoughts and views may be misconstrued by virtue of their position as expressing DSNY's view.

**3. Understand Your Personal Responsibility:**

You are responsible for what you write or post on social media. Do not use any social media tool unless you understand how it works. Whether you intend it to be private or not, what you write and post will be available on the web for a long time and may spread to large audiences, even if it was not your intent. Before posting, it is a good idea to think about whether you will be embarrassed if your supervisor, other employees, or members of the general public see your post. If the content of your post would not be acceptable in a face-to-face conversation, it is probably not acceptable content for a post. Also, it is not advisable to disclose personal or contact information or post photographs or "tag" photographs of coworkers without their prior permission.

Employees participating in social media are subject to DSNY's Code of Conduct and City policies even when engaging in social media while off duty. For example, be aware that being uncivil or discourteous or engaging in conduct tending to bring the City or the DSNY into disrepute or engaging in harassing or discriminatory conduct are prohibited by the Code of Conduct and City policy. Engaging in such behavior on-line, even in a personal capacity, may subject an employee to disciplinary action. In addition, all postings on social media must comply with all laws and DSNY rules and policies regarding the confidentiality of information.

**4. Know and Follow the Rules:**

Carefully read these guidelines and familiarize yourself with the *City of New York's Equal Employment Opportunity Policy* to ensure that your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

**5. Be Respectful:**


Always be fair and courteous to other co-workers, suppliers/independent contractors and the general public with whom you interact. Keep in mind that it may be easier to resolve work-related complaints by addressing the situation with a superior and/or union representative, and/or the EEO Office directly, than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, which disparages co-workers, suppliers/independent contractors or the general public.

Such postings may be considered discriminatory or harassing. 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, gender, sexual harassment, disability, religion or any other status protected by law and/ or the New York *City EEO Policy*.

CANCELLATION:

This Order shall remain in effect until it is cancelled.

ISSUING AUTHORITY:



John J. Doherty  
Commissioner

DISTRIBUTION:

Full Distribution