

	CITY OF DECATUR PERSONNEL POLICY		
Chapter 05	Conduct		
Section 12	Social Media		
Revised By:	Nate Mara, City Manager	Revised Date:	December 22, 2025
Approved By:	Nate Mara, City Manager	Effective Date:	January 1, 2026

05.12 Social Media

A. Purpose

1. The City uses social media to share accurate, timely information with the public.
2. This policy explains how employees should use official and personal social media when referencing City business.

B. Who This Applies To. All City employees, volunteers, contractors, and officials.

C. Official City Accounts

1. Departments must get approval from the City Manager’s Office before creating an account.
2. Accounts must use City email addresses.
3. All accounts belong to the City, not individual employees.
4. Login information must be stored securely and updated when staff change.

D. Posting Rules

1. All posts must be professional, accurate, and respectful.
2. Do not share personal opinions on official accounts.
3. Do not post political content, endorsements, or confidential information.
4. Follow all laws, including public information, records retention, and privacy laws.

E. Comment Moderation. Departments may remove comments only if they contain:

1. Threats or illegal activity
2. Profanity or discriminatory language
3. Spam or advertising
4. Personal identifying information
5. Note all removed comments must be saved for records.

F. Employee Personal Accounts. Employees may use personal social media on their own time. When talking about City work, employees should:

1. Make clear they are speaking for themselves
2. Not share confidential or sensitive information
3. Not use City logos, uniforms, or images for personal or political purposes

- G. Security.** Use strong passwords and follow City IT rules. Report hacked accounts, inappropriate comments, or accidental posts immediately.
- H. Enforcement.** Violations may result in loss of posting access or disciplinary action under HR policies.
- I. Review.** This policy will be reviewed every two years or as needed.