

**CITY OF CRIPPLE CREEK, CO  
RESOLUTION NO. 2020-19**

**A RESOLUTION AMENDING THE PERSONNEL POLICIES AND  
PROCEDURES MANUAL FOR THE CITY OF CRIPPLE CREEK TO ADD A  
SOCIAL MEDIA POLICY.**

**WHEREAS**, on May 18, 2011, the City Council May pursuant to Resolution 2011-03, The City Council adopted the Personnel Policies and Procedures Manual for the City of Cripple Creek; and

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF  
CRIPPLE CREEK, COLORADO, THAT:**

**Section 1.** Chapter 3 of the Personnel Policies and Procedures Manual for the City of Cripple Creek is hereby amended by the addition of a new section 3.16 to read as follows:

Section 3.16 – Social Media Policy: The City may authorize employees to use social media for fulfilling job duties, to enhance City communications efforts, and other business reasons. This policy applies to the use of social media by any City employee if such use is authorized by the City or if an employee’s personal use of social media is also business-related.

1. Limitations on Use of Social Media:

a) City Departments shall not create social media accounts unless authorized by the City Administrator. Employees shall not establish any social media accounts in their capacity as a City employee unless authorized to do so by their Department Head, after the Department Head has received authorization to do so by the City Administrator. Unauthorized postings made by an employee on social media sites are considered personal communications and are not City communications. Employees are personally responsible for the content they publish.

b) All accounts authorized by the City are the property of the City; therefore, those employees authorized to participate in social media must provide their Department Head with all information required to access and post on authorized sites, such as user names, passwords, and the like. Employees may not use social media for purposes beyond that authorized by their Department Head. Employees who exceed their authorization or who violate this policy may have their social media privileges revoked and may be subject to discipline.

c) The City Administrator may, at any time, and in their sole discretion, terminate any City social media account established or created pursuant to this policy.

d) Regardless of the forum, be it public or private, all business-related participation in social media by City employees shall be subject to the Colorado Open Records Act (C.R.S. § 24-72-101 et seq.) and employees do not have an expectation of privacy concerning their participation. The City may monitor all business-related employee use of social media, as well as any non-business-related use that occurs on City work time or using City resources, and may take any necessary steps to disable access to social media during City work time or through City resources.

e) Employees shall not post, release or otherwise disseminate proprietary, confidential, sensitive, or personally identifiable information (unless written consent is provided), and may not comment on pending litigation on social media websites.

f) City employees may not use City resources (including City issued e-mail addresses) or work time to sign up for, access, or publish content to social media accounts for personal use.

2. Personal Use of Social Media Outside of Work: Absent prior approval of the City Administrator, employees who engage in personal use of social media outside of work:

a) May not use the trademark, logo, or name of the City or that of any City department or program, unless such use constitutes “Fair Use” under applicable copyright law;

b) May not use their affiliation with the City in association with that personal use;

c) May not speak as a representative of the City in the course of their personal use of social media.

Nevertheless, employees may do the following, without prior approval of the City Administrator:

a) Employees may list the City as their employer, and may list their job titles with the City on social media sites; and

b) Employees may provide information and links regarding City-sponsored events on social media sites.

If an employee is designated to speak as a City representative on social media sites, they must ensure that their profile and related content is consistent with how they wish to represent themselves to colleagues, citizens, and other stakeholders.

Personal postings by an employee concerning the City are not prohibited provided they comply with guidelines set forth below or in this handbook. If you publish or post regarding City matters, you should include a disclaimer making clear the posting is your own and does not necessarily represent City positions, strategies, or opinions.

When you use social media, use good judgment. We request that you be respectful of the City, our employees, our constituents, our partners and affiliates, and others.

### 3. Requirements for City-Authorized Use of Social Media by Employees:

- a) Employees who are authorized to participate in social media on behalf of the City must always be aware that they represent the City of Cripple Creek in an official capacity and shall do so in a professional manner. Employees may not use their participation in social media in a manner that detracts from the work of the City or which, in the sole opinion of the City Administrator, negatively impacts the mission, reputation, function, or professionalism of the City.
- b) Employees must identify themselves by name and position title and use their work e-mail address in registering for and participating in social media websites. All employee postings or other interaction on social media websites shall contain a disclaimer that the views expressed belong to the individual employee and are not those of the City.
- c) Employees must confine their use of City social media accounts to discussion of subject matter that relates to City business and to their employment area of expertise.
- d) Online statements shall be true, accurate, legal, and ethical. False and defamatory statements are not permitted, and employees making such statements may be subject to discipline.
- e) Employees shall not use ethnic slurs, profanity, personal insults, or engage in any business-related conduct on social media sites that would not be acceptable in the City's workplace. Employees who violate this policy may be subject to discipline.
- f) Employees are prohibited from posting, using, or otherwise infringing upon material that is copyrighted or trademarked by third

parties. In addition, employees are required to credit other authors for borrowed content and to protect the intellectual property of others.

g) Employees shall not mention vendors, suppliers, clients, citizens, co-workers, or other individuals without their prior written consent.

h) Social media sites are not the appropriate place to make a complaint such as alleged discrimination, unlawful harassment, or safety issues. Complaints of that nature should be made consistent with the complaint procedure in the handbook so that the City is afforded an opportunity to promptly address and investigate such complaints in an unbiased and effective manner.

RESOLVED, APPROVED AND ADOPTED this 2<sup>nd</sup> day of September 2020.

CITY OF CRIPPLE CREEK

\_\_\_\_\_  
Milford Ashworth, Mayor

ATTEST:

\_\_\_\_\_  
Janell Sciacca, City Clerk

\_\_\_\_\_  
Erin M. Smith, City Attorney

**ACKNOWLEDGMENT OF RECEIPT**

**I HAVE RECEIVED A COPY OF RESOLUTION 2020-19 APPROVED BY CITY COUNCIL SEPTEMBER 2, 2020 ADDING SECTION 3.16-SOCIAL MEDIA POLICY. I UNDERSTAND THAT I AM TO BECOME FAMILIAR WITH ITS CONTENTS.**

\_\_\_\_\_  
**Employee's Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Employee's Name**