ATLANTIC BEACH SOCIAL MEDIA POLICY

PURPOSE: The purpose of this policy is to set employee expectations and establish standards for the appropriate use of social media while maintaining the mission of the Town of Atlantic Beach.

POLICY SCOPE: This policy applies to all Town of Atlantic Beach departments and employees and includes all forms of social, digital, and mobile media platforms.

POLICY: While the Town encourages its employees to enjoy and make productive use of their personal time, certain activities on the part of employees may become a concern if they have the effect of impairing the work of any employee, harassing, demeaning, or creating a hostile working environment for any employee, disrupting the smooth and orderly flow of work within the organization, harming the goodwill and reputation of the Town among its citizens, or eroding public confidence in the Town organization.

In the area of social media (print, broadcast, digital, blogs, personal websites, and online services such as Facebook, LinkedIn, Instagram, Snapchat, X (Formerly Twitter), news media comment boards, and others), employees may use such media in any way they choose as long as such use does not produce the adverse consequences noted above for the Town. For this reason, the Town of Atlantic Beach reminds its employees that the following guidelines apply in their use of social media on their own personal time and personal computer resources.

If an employee publishes any personal information about the employee, another employee of the Town, the organization, a citizen, or a customer in any public medium (print, broadcast, digital, or online) that:

a. has the potential or effect of involving the employee, their coworkers, or the Town in any kind of dispute or conflict with other employees or third parties,
b. interferes with the work of any employee,
c. creates a harassing, demeaning, or hostile working environment for any employee,
d. disrupts the smooth and orderly flow of work, or the delivery of services to the Town's citizens,
e. harms the goodwill and reputation of the Town among its citizens or in the community at large,
f. erodes the public's confidence in the Town organization, or
g. tends to place in doubt the reliability, trustworthiness, or sound judgment of the person who is the originator or subject of the information, then

the employee(s) responsible for such problems will be subject to counseling and/or disciplinary action, up to and potentially including termination of employment, depending upon the severity and repeat nature of the offense.

Employees who conduct themselves in such a way that their actions toward and relationships with each other interfere with or damage work relationships, disrupt the flow of work or customer relations, or cause unfavorable publicity in the community, should be concerned that their conduct may be inconsistent with one or more of the above guidelines. In such a situation, the employees involved should request guidance from their supervisor to discuss the possibility of a resolution that would avoid such problems. Depending upon the circumstances, failure to seek such guidance may be considered evidence of intent to conceal a violation of the policy and to hinder an investigation into the matter.

Use of social media that involves any kind of criminal activity or harms the rights of others may result in criminal prosecution or civil liability to those harmed, or both.

Social media access and use involving Town equipment and resources are subject to the applicable Town of Atlantic Beach Personnel Resolutions.

How an employee uses social media is not a matter of concern as long as it is consistent with the above guidelines. Employees may address any questions on this policy to the respective department head. In the event of a conflict with other internal policies, the more restrictive provision shall apply.

Effective Date: 9/18/2025