

**EXPLANATION OF CONSENT AGENDA ITEM E.2.c.(4) – OCTOBER 28, 2015**

**ITEM**

Consideration of approving the IT Social Media Use Policy, POL-2015-002-ITO-3. This policy has been reviewed by General Counsel.

**EXPLANATION**

The attached information is the newly created Social Media Use policy for general employees. This policy is being instated to provide employees with the terms they must follow while using social media at work.

**STAFF RECOMMENDS APPROVAL**

Prepared by Mark Lorusso/Jim Dubea

*Mark Lorusso*

<p align="center"><b>POLICY</b></p> <p>Number: POL-2015-002-ITO-3</p>	 <p align="center"><b>CANAVERAL</b> PORT AUTHORITY</p>	<p><b>Effective:</b> November 1, 2015</p>
<p><b>Section:</b> How We Work</p>	<p align="center"><b>Social Media Use</b></p>	<p>Revision 0, supersedes all previous documents</p>

**I. PURPOSE**

To provide rules for the use of social media for all Canaveral Port Authority employees.

**II. POLICY**

**A. General Rules**

1. Canaveral Port Authority computer systems are intended for business purposes only and accessing social media networks is prohibited. Employees may access social media networks on their personal devices during approved breaks. However, accessing social media networks on personal devices during work hours is prohibited.
2. Access to social media networks from within the Canaveral Port Authority Information Technology infrastructure is limited to authorized individuals performing official business and to agencies/departments with sufficient Information and Technology security controls.
3. Only Official Canaveral Port Authority Spokespersons from the Department of Communications and select authorized individuals shall have permission to create, publish or comment on behalf of the Canaveral Port Authority. Canaveral Port Authority prohibits any on or off-duty assertion or representation by an employee that he or she is authorized to speak on behalf of Canaveral Port Authority, unless the employee has been given express authorization to do so.
4. Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the functional area/department, and for designating appropriate access levels. Content of these sites must be approved by the Director of Communications. Please refer to the Social Media Posting Guidelines and Procedure for guidelines.
5. Canaveral Port Authority reserves the right to monitor public social networking websites to ensure compliance with this policy.
6. Employees may not use Canaveral Port Authorities email addresses to register on social networks, blogs or other online tools utilized for personal use.
7. Canaveral Port Authority prohibits employees from posting any materials on a blog or social media website that are threatening or abusive, false and malicious, sexually explicit, discriminatory or harassing of a Canaveral Port Authority employee or similar conduct that

is likely to disrupt the workplace.

8. Canaveral Port Authority employees shall not disclose confidential, private or other non-public information that is directly or indirectly related to Canaveral Port Authority or any Canaveral Port Authority employee, such as social security numbers, bank accounts or medical information, on any blog or social networking website.
9. All communications about Canaveral Port Authority business whether on a Canaveral Port Authority assigned device or a personal device, regardless of whether a stipend is provided, is subject to Public Records request as outlined in Chapter 119, Florida Statute.
10. Canaveral Port Authority employees who violate this policy may be subject to disciplinary action, up to and including termination.

**III. APPLICABILITY:** This policy applies to all Canaveral Port Authority employees, except as maybe otherwise specifically established by a written agreement signed by the Canaveral Port Authority Chief Executive Office applicable to the employee.

**IV. REFERENCES:**

- A. Code of Conduct and Ethics Brochure 2014
- B. State of Florida Statutes: Public Records – Chapter 119
- C. Social Media Posting Guidelines and Procedure

**I. EXCEPTIONS:** Exceptions to this policy require the prior approval of the Port Director and Chief Executive Officer or his/her designee and the Senior Director of Communications.

**V. RESPONSIBILITY:** Information Technology has the responsibility for maintaining and updating this policy and departments have the responsibility for maintaining and updating department guidelines.

**VI. ATTACHMENTS**

**\*Approval Page**

Name	Title	Signature	Date
Kirsten James	Project Manager/Business Analyst (Document Creator)	<i>Kirsten James</i>	9/14/15
Mark Lorusso	Senior Director, Information Technology (Functional Area Director)	<i>Mark Lorusso</i>	9/14/15
Craig Langley	General Counsel	<i>Craig Langley</i>	9/14/15
George P. Kistner III	Records Manager	<i>George P. Kistner III</i>	9/14/15
Cindy Kane	<sup>AB</sup> Senior Director, Human Resources (If Applicable)	<i>Cindy Kane</i>	9.14.15
Rosalind Harvey	Senior Director, Communications	<i>Rosalind Harvey</i>	9-25-15
John Walsh	Canaveral Port Authority Director/CEO	<i>John Walsh</i>	9/20/15
Jerry W. Allender	Canaveral Port Authority Commission Chairman		

\*If Document Creator and/or Functional Area Director are also a part of the normal review process, a second signature is not required

<sup>A</sup> The Union Collective Bargaining Agreement takes precedence over personnel rules and regulations to an extent a conflict may appear.  
 Changes in present rules affecting wage, hours or working conditions shall not become effective until they have been posted seven calendar days and a copy sent directly to TWU office by mail, email or fax. The Union may promptly demand an opportunity to bargain regarding any proposed changes. With this in mind, all policies that directly affect the welfare of represented employees, members of the TWC, should be submitted to the Union Steward for review at least seven days prior to being placed on agenda for formal approval. This can be done through the senior director of human resources. (If this is the case, the Senior Director, Human Resources must sign off on policy.)

<sup>B</sup> In cases where policy will have employee implications, the Senior Director, Human Resources must sign-off on policy.

