

BYRAM TOWNSHIP SOCIAL MEDIA POLICY – EMPLOYEE HANDBOOK Version 7.0 – January 1, 2025

Social Media Policy:

For purposes of this policy, a social media network is defined as a site that uses internet services to allow individuals to construct a profile within that system, define a list of others users with whom they share some connection, and view and access their list of connections and those made by others within that system. The type of network and its design vary from site to site. Examples of the types of internet based social networking activities include: blogging, networking, photo sharing, video sharing, microblogging, podcasting, as well as posting comments on the sites. The absence of, or lack of explicit reference to a specific site or activity does not limit the extent of the application of this provision.

The use of the internet and social media networking sites, including but not limited to Instagram, Facebook, and X (formerly Twitter), is a popular activity; however, employees must be mindful of the negative impact of inappropriate or unauthorized postings upon the Township and its relationship with the community. This provision identifies prohibited activities by employees on the internet where posted information is accessible to members of the general public, including, but not limited to, public postings on social networking sites.

Specifically, the Township reserves the right to investigate postings, private or public, that violate work-place rules, such as the prohibition of sexual harassment and other discriminatory conduct, where such postings lawfully are made available to the Township by other employees or third parties. Engaging in any conduct or behavior, including social media posts, that demonstrates, espouses, advocates or supports discrimination or violence against any protected class of people is strictly prohibited. Employees should use common sense in all communications, particularly on a website or social networking site accessible to anyone. If you would not be comfortable with your coworkers, supervisors, Mayor or Council reading your words, you should not write them.

Be advised that employees can be disciplined for commentary, content, or images that are defamatory, pornographic, harassing, disclose confidential information (such as social security numbers, and medical information), libelous, or that can create a hostile work environment. You can also be sued by Township employees or any individual who views your commentary, content, or images as defamatory, pornographic, confidential, harassing, libelous or creating a hostile work environment. What you say or post on a social media network, or what is said or posted on your social media network site by others, could potentially be grounds for disciplinary action, up to and including termination. However, nothing in this social networking policy is designed to interfere with, restrain, or prevent social media communications during non-working hours by employees engaging in protected concerted activities regarding wages, hours, or other terms and conditions of employment pursuant to the New Jersey Employer-Employee Relations Act.