



PA TURNPIKE COMMISSION POLICY

This is a statement of official Pennsylvania Turnpike Policy

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POLICY SUBJECT:

Social Media

RESPONSIBLE DEPARTMENT:

Information Technology
Communications & Public Relations

A. PURPOSE:

To establish policy, responsibilities and procedures for implementing the acceptable use standards for the use of Commission Technology Resources for Social Media to ensure that employees who use social media as part of their job comply with Pennsylvania Turnpike Commission (“Commission”) mission, vision, values or existing policies.

B. SCOPE:

This Policy applies to all authorized users to whom Commission approval to utilize Commission Technology Resources for social media has been granted, or who make reference to the Commission when using social media for personal use.

C. GENERAL POLICY:

The Commission recognizes social media as an important tool of corporate and business engagement. The Commission establishes this policy to provide guidance to authorized users who make reference to the Commission either through use of Commission IT Technology Resources or when using social media for personal use to ensure they follow policy, responsibilities, and procedures.

D. DEFINITIONS:

Authorized Users- Any employee who receives compensation from the Commission on an hourly, daily, or annual basis, including full time, part time, on a probationary basis or is authorized by statute (“Employees”), as well as Contractors and Independent Consultants that use or have access to Commission Technology Resources.

Personal Use- Use of social media through Commission Technology Resources for purposes other than Commission business is subject to all applicable Federal and State laws, the Employee Handbook, Commission Policy Letters and Collective Bargaining Agreements.

Social Media- Web-based and mobile technologies used to turn communication into interactive dialogue. This term includes, but is not limited to, blogs, RSS, discussion boards, wikis, video sharing sites, mash-ups and folksonomies.

Technology Resources- Commission Technology Resources include, but are not limited to, the following: all data and records, including those pertaining to computer use, internet use, email communication and other electronic communications (whether sent, received, or stored), as well as the content of such communications; Commission's computer systems, together with any electronic resource used for communications, which includes, but is not limited to, laptops, individual desktop computers, wired or wireless telephones, cellular phone, smartphones, tablet computers, servers, virtual machines, routers/switches, etc. and further includes use of the internet, electronic mail (e-mail), instant messaging, texting, voice mail, facsimile, copiers, printers or other electronic messaging through Commission facilities, equipment or networks.

E. PROCEDURES:

The Chief Operating Officer (COO) or his designee shall approve the list of Authorized Users to utilize social media on behalf of the Commission. The IT department, in coordination with the COO, Communications & Public Relations and Human Resources Departments shall establish a procedure for approval, protocol, responsibilities and administration for use of Social Media. Further, these departments shall collectively develop social media use guidelines and procedures, and provide training resources to Authorized Users.

Employees are responsible for determining if information accessed/disseminated using Social Media falls under the provisions of Policy 8.6 (Records Management) and, if applicable, the employee must copy the message to a separate authorized retention location such as a PTC Network drive, where it must be retained as indicated in the PTC Records Retention Schedule.

Social Media shall not be used in a manner that violates Commission policies or procedures.

All use of Commission IT Technology Resources, including Social Media, must conform to all applicable Federal and State laws, the Employee Handbook, Commission Policy Letters, and Collective Bargaining Agreements. Authorized Users are to ensure protection of electronic records from improper disclosure in accordance all relevant Commission Policies and procedures including, but not limited to, Policy 10.2 (E-Z Pass Customer Information Privacy Policy).

Personal Social Media Accounts:

Commission employees, as private citizens, do not relinquish their First Amendment rights. However, the United States Supreme Court has held that public employers may legally impose restrictions on an employee's speech that is not a matter of public concern or if the public employer's interest in the efficient provision of services outweighs the employee's interest in the speech.

An employee's posting(s) on personal social media accounts may not state or imply that the employee is a spokesperson for the Commission, or that any of the content posted, in whatever format, represents an official policy or position of the Commission, or in any way reflects the views of the Commission regarding any subject. Any employee using personal social media who identifies her/himself as a Commission employee must include the following language: "The views and opinions I have posted to this site are my own and do not and are not meant to imply that they reflect any official policy or position of the Pennsylvania Turnpike Commission".

Unless directed by the Commission, employees should not use a Commission issued e-mail addresses for purposes of establishing a social media account.

Failure to adhere to this policy and subsequent procedures for use of Social Media will lead to revocation of authorized use and may subject the Authorized User to further discipline.

This Policy Letter supersedes all previous Policy Letters on this subject.