

Stand-Up Talk:

February 25, 2020

Proper Use of Social Media

The Postal Service is an active user of social media, including Facebook, Twitter and Instagram, to name a few. Social media platforms are used to promote the postal brand, share information on our products and services, understand conversations about the Postal Service, and to interact with and assist customers.

Postal employees have specific rights under the law, including a First Amendment right to free speech and the right to engage in concerted protected activity, as provided for in the National Labor Relations Act, 29 U.S.C., Section 151, which includes the right to discuss wages, hours, benefits and other terms and conditions of employment. Postal employees also have rights under collective bargaining agreements.

However, the Postal Service does have guidelines that cover the proper use of social media by postal employees. The Q and A below will help every employee understand postal policies about using social media, which is so much a part of our lives.

Who is authorized to use social media at the Postal Service?

Just as with traditional media, the Postal Service has identified specific individuals who are authorized to speak for the organization on social media platforms. Access to social media sites on postal-owned devices and computers must be requested and is only allowed for employees whose job duties involve representing and speaking on behalf of the Postal Service.

Can I use my personal social media accounts to talk about the Postal Service?

Many postal employees have personal social media accounts and use these platforms to connect with their family, friends and co-workers. When using your personal accounts, be mindful of the following three important points:

1. Never speak for, or act on behalf of the Postal Service, or suggest that you have the authority to do so.
2. Conduct – such as harassment, bullying, discrimination, or retaliation – that would not be permissible in the workplace is not permissible online, even if it is done after hours, from home, or on a personal computer, smartphone, laptop or tablet device.
3. Although it is not the policy of the Postal Service to interfere with the private lives of employees, the USPS does require that Postal Service employees be of good character and reputation in their day-to-day lives, including while on social media.

Can I post information about my job at the Postal Service on my social media account?

You can post your official Postal Service title or position within the profile section of your personal social media account. Keep in mind though, employees are expected to conduct themselves during and outside of working hours in a manner that reflects favorably upon the Postal Service, including while using social media.

Recently, the Postal Service brand was ranked “most trusted” in the nation, placing higher than brands such as Google, Amazon, and eBay. Remember that everything we do, from how we deliver a package to how we greet customers at our counter, to what we post on social media, reflects on our brand. Help us protect it and strengthen it on social media and everywhere. Thank you.

For specific Postal Service social media requirements, you are strongly encouraged to read the Administrative Support Manual [Social Media Policy](#) and the Employee and Labor Relations Manual [Ethical Conduct](#).