

SOCIAL MEDIA

XXX recognizes the growing importance of “social networking” in business and that it may be a valuable tool for various business functions. XXX also recognizes that many employees utilize social media personally and may need guidance as to appropriate, professional use. This policy addresses employees’ use of such networks including personal websites, blogs, wikis, social networks, online forums, virtual worlds, and any other kind of social media. XXX respects the rights of employees to use these mediums during their personal time.

In general, employees who participate in social media are free to publish personal information without censorship by XXX. However, it is the right and duty of XXX to protect itself and employees must avoid posting information that could harm XXX using the guidelines set forth in this policy.

All employees are responsible for maintaining XXX’s positive reputation and under no circumstances should employees present XXX to the public in a manner that diminishes its standing within the community. Instead, employees are responsible for presenting XXX in a manner that safeguards the positive reputation of themselves, as well as XXX’s employees, Managers, advisors, and board members.

If an employee chooses to identify him or herself as an XXX employee on any social media network, he or she must adhere to the following:

- Employees are required to state in clear terms that all views expressed on any social media network are the employee’s alone and do not necessarily reflect the views of XXX.
- Employees are prohibited from displaying the XXX logo on any social media network without written permission from XXX. Also, employees should not post images of co-workers; Individuals served, vendors, providers, etc. without written consent. Employees are also prohibited from posting any non-public images of XXX premises or property.
- Employees are prohibited from posting or referencing confidential or personal information regarding XXX, its employees, or Individuals served. This includes, but is not limited to, the name, contact information, or other identifying information of any Individual served.
- Employees are prohibited from making statements about XXX, their co-workers, Individuals served, competitors, agents, providers, or partners that could be considered as harassing, threatening, libelous, or defamatory in any way.
- Employees are prohibited from acting as a spokesperson for XXX or posting comments as a representative of the company or link from a personal social networking site to XXX’s website.
- Employees are prohibited from sharing any communication that engages in personal harassment or discrimination, unfounded accusations, or remarks that would contribute to a hostile working environment, as well as any behavior not in agreement with XXX’s Code of Ethics or general company policies.
- Employees who participate in social media may still decide to include information about their work at XXX as part of their professional profile, as it would relate to a typical social conversation. This may include work information included in a personal profile; to include company name, job title, and job duties; status updates regarding an employee’s own job promotion; and/or participation in XXX sponsored events, including volunteer activities.

An employee who is responsible for a social media posting that fails to comply with the guidelines set forth in this policy or that otherwise causes hardship to XXX, may be subject to disciplinary action, up to and including termination. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential, private, or proprietary information, information that violates the privacy rights or other rights of Individuals served or any third party, or the content of anything posted on any social media. Further, employees may be liable for monetary damages for such disclosure.

Anything posted on an employee's website or blog or other internet content for which the employee is responsible, will be subject to all of XXX's policies, rules, regulations, and guidelines. XXX is free to view and monitor an employee's website, blog, or social networking site at any time without consent or prior approval.