

Social Media

Social media can be a rewarding way to share life with your family and friends. However, use of social media also presents certain risks and carries with it certain responsibilities. All employees must act professionally and refrain from behavior, both on and off the job, that could adversely impact the organization's mission and reputation.

Employees must treat co-workers and persons served professionally at all times, including when posting and transmitting through social media.

Social Media Can Mean Many Things. In the rapidly expanding world of electronic communications, social media includes web logs or blogs, journals, or online diaries; personal websites, social networking (e.g., Facebook or Twitter) or affinity websites; or online chatrooms by way of example.

Using Social Media at Work. Employees are prohibited from using the organization's technology to access social media, unless they are accessing it for work-related reasons, with their supervisor's approval. Employees must not use their work e-mail address to register on social networks, blogs, or other online tools typically reserved for personal use.

What You Need to Know. The same principles and guidelines found in other handbook policies and provisions apply to online activities. Ultimately, you are responsible for what you post online. While the organization respects your use of social media as a vehicle for social (and sometimes, business) networking, please understand the following:

1. Do not present yourself as a representative of the organization. Social media indicating your place of employment must state that the opinions provided do not represent the organization's views. Content placed on social media regarding your workplace, its Board, management or employees must be free of any suggestion that the views expressed are anything more than your personal opinion. In other words, the content must make clear the views are not those of the organization or its management.
2. Do not post photographs, opinions, or other information about the persons served. Any employee who does so is subject to discipline to and including discharge, and those with professional licenses may find their license status in jeopardy with regulatory authorities. ***This is extremely important, so we will repeat it clearly: do not post video, audio or photos of persons served or any identifying information about persons served on social media.***
3. Do not place content on social media that violates the organization's policies, including, but not limited to, its Equal Employment Opportunity/Anti-Harassment, Confidential Information, Workplace Violence, and Employee Conduct policies. For example, postings including discriminatory or harassing remarks or threats of violence will result in discipline. Also remember that work-related issues and complaints are more likely to

achieve resolution via the organization's Open Door Policy/Issue Resolution Procedure than by posting complaints or comments through social media.

4. Do not publish confidential information, including, but not limited to, trade secrets, proprietary information, and all other non-public information and data about the organization's business. If you are uncertain whether information is confidential, ask Human Resources.
5. Comply with copyright laws and do not plagiarize. Do not use the organization's logos and trademarks without prior written consent from the CEO.
6. Do not let use of social media interfere with your work commitments and performance.
7. Remember, the internet archives essentially everything, so even deleted postings can be retrieved.

If you learn of social media use that is inconsistent with this policy, immediately notify Human Resources. The organization will not retaliate against any employee for a good faith report of a possible deviation from this policy.

This policy does not, in any manner, prohibit employees from discussing wages, benefits, and other terms and conditions of employment or workplace matters of mutual concern that are protected by the National Labor Relations Act nor does it prohibit employees from reporting non-compliance concerns with governmental agencies or otherwise participating in such governmental investigations or inquiries.