**SAMPLE SOCIAL MEDIA POLICY**

**It is the policy of (AGENCY) that staff shall assure their personal use of social media sites does not negatively impact their work and that appropriate boundaries are maintained.**

**It is the policy of (AGENCY) that staff will maintain other (AGENCY) policies related to Corporate Compliance, Code of Ethics, Standards of Conduct, Dual Relationships and Confidentiality, including during the personal use of social media sites.**

**DEFINITION**

Social media—online technologies and practices that people use to share opinions, insights,

experiences, and perspectives. Social media can take many different forms including text,

images, audio, and video. These sites typically use technologies such as blogs, message boards,

podcasts, and wikis to allow users to interact. Some examples include, Wikipedia, MySpace,

Facebook, LinkedIn, and YouTube.

**Procedure**

**I. Use of Social Media**

This policy applies to multi-media, social networking websites, blogs and wikis for personal use.

Employees have the right to participate in social media *using personal equipment on their own*

*time.* While we promote each individual’s right to freedom of speech, we also point out that

one’s actions in or out of work have the potential to impact one’s job performance, the

performance of others, our clients, and/or (AGENCY). You may have identified yourself as an (AGENCY) staff member or (AGENCY) as your employer, either directly or as part of a user profile. If so, ensure your profile and related content is consistent with how you wish to present yourself to the (AGENCY’S) customers, your professional contacts, your colleagues and peers, and the community.

This policy is intended to provide you with guidelines to eliminate any confusion concerning the

use of social media.

**II. Senior Staff Responsibility**

Senior staff of (AGENCY) have special responsibility with their Internet presence by virtue of their high profile position within the organization, even if they do not explicitly identify themselves as being affiliated with (AGENCY). Such staff should assume that his or her posts will be seen and read by (AGENCY) staff, colleagues, and community members, and that they will presumptively associate such posts with (AGENCY).

**III. Social Media and Lines of Supervision**

Those in supervisory roles should consider the impact of “friending,” inviting to join, or

accepting an invitation from individuals who fall under his/her line of supervision. Social media

sites provide a window into the personal lives of those we “friend” or join on such sites. Before

making such a connection, a supervisor should carefully explore how such personal information

might impact the professional relationship, and if it’s determined that impact will be negative,

should not “friend,” invite, or accept such invitation.

IV. **Share Information Carefully**

Keep in mind that posts are visible by all with online access. While you have the right to identify

where you work, you DO NOT have permission to reveal any information that compromises

(AGENCY) policy or public positions. Do not share anything that is proprietary and/or confidential to (AGENCY) or the clients we serve. Keep in mind the following when considering whether to share information:

Blogs, Wikis, Forums, Twitter, Facebook and any other form of user-generated media,

items posted online will likely be indexed by search engines and copied by other sites, so

it can remain public and associated with you even if the original post is deleted. Post with

care.

You should refrain from posting items that could reflect negatively on (AGENCY) or

otherwise embarrass the organization.

Do not insult or disparage (AGENCY), its products and services, or any fellow employees,

even if specific names are not mentioned.

Confidentiality extends to social media. Do not share information about clients through

posts, statements, pictures, etc.

Do not “friend,” extend invitations to, or accept invitations from clients to join social

network groups/sites.

Show proper respect for people’s privacy, including your co-workers. A good rule of

thumb is that if an employee is uncomfortable sharing a piece of content with a member

of management or will be embarrassed seeing it posted in local newspaper, then the

content should not be posted.

Respect the law, including those laws governing defamation, discrimination, harassment,

and copyright and fair use.

* Do not use the (AGENCY) logo, unless specifically authorized to do so by the CEO.

Do not reference (AGENCY) staff, members, partners or vendors without their approval.

Refrain from discussing/posting specifics about work-related matters—situations, names

of people or any other information that would allow someone to identify people, technical

details etc. To reiterate, never discuss/post confidential information related to (AGENCY), its

staff, or its clients.

Employees should neither claim nor imply that they are speaking on the company's

behalf.

Make sure that your online activities do not interfere with your job performance.

All of your social networking activities should be done on your own personal time. Using

social network sites during work hours **is not permitted**.

In some cases there have and will be exceptions made to allow staff to get information to

an outside audience on platforms like Twitter or Facebook about our upcoming

educational or fundraising events. However without those approved exceptions, your

workplace activity is proprietary, so you should not be writing on these sites about what

goes on at (AGENCY). ***Only the CEO can grant permission for such exceptions****.*

Activity on social media sites that breaks (AGENCY) policies regarding Corporate Compliance,

Ethics, Standards of Conduct, Dual Relationships, and Confidentiality can result in disciplinary

action, up to and including termination.