

Partnership for Children of Cumberland County, Inc.
Human Resources Policies and Procedures

Employment Information – Rules of Conduct
Section 523 – Social Media

1. General Information

- a. The use of social media has allowed people to connect more and share our lives with an ever expanding group of friends. People can share their life and opinions with family, friends and co-workers anywhere in the world.
- b. The Partnership recognizes that due to the age of the population that we serve, social media is a necessary and effective communication tool.
- c. The use of social media presents certain risks and carries with it certain responsibilities.
- d. The following guidelines and policies are established to assist employees with the impact of sharing information which relates to the Partnership's business, clients, volunteers and employees.

2. Guidelines

- a. Social media is defined as all means of communicating or posting information or content of any sort on the internet, including your own or someone else's web log or blog, journal or diary, web site, social networking or affinity web site, web bulletin board, or chat room, whether or not associated or affiliated with the Partnership, as well as any other form of electronic communication.
- b. Any social media activity should be considered a permanent public record. The Internet archives almost everything; therefore, even deleted postings can be searched. Postings you delete may have already been copied by others.
- c. If the Partnership is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Partnership, other employees or clients served by or volunteers working on behalf of the Partnership. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Partnership for Children of Cumberland County."
- d. Employees shall be sure that what they say electronically is factually correct and does not include inflammatory statements or attempt to engage in an aggressive or defensive way.
- e. If employees see positive comments/references to the Partnership by media, analysts or other online users, they should share that information and inform the Communications and Development Administrator.
- f. If employees see misrepresentations made about the Partnership by media, analysts or other online users, they will inform the President and/or the Chief Financial Officer.
- g. It is the responsibility of all staff to contribute to the positive work environment at the Partnership. Please keep in mind that work related complaints are more likely to

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be resolved by speaking directly with the specific co-worker(s) than by posting to a social media outlet.

- h. With its strong belief in transparency and honesty, the Partnership strongly discourages the use of anonymous postings or the use of pseudonyms when employees participate in online conversations, posts or comments that relate to the Partnership or issues with which the Partnership is engaged.

3. Policies

- a. Employees must remember to fully comply with the confidentiality policies of the Partnership.
- b. Inappropriate postings that may include discriminatory remarks, harassment, threats of violence or similar unlawful conduct may subject you to disciplinary action up to and including termination.
- c. Each employee is solely responsible for what they post online. Before creating online content, keeping in mind that any conduct that adversely affects your job performance, the performance of co-workers or otherwise adversely affects the Partnership or those we serve may result in disciplinary action up to and including termination. Examples of such conduct include but are not limited to:
 - 1) Posts that could contribute to a hostile work environment on the basis of race, religion, national origin, disability, age, sexual orientation or any other status protected by law or Partnership policy.
 - 2) The use of statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages co-workers, customers or others associated with the Partnership, that might constitute harassment or bullying.
- d. Do not use Partnership email addresses to register on social networks, blogs or other online tools utilized for personal use unless necessitated by job duties related to the Partnership.
- e. Engagement in social media will vary by job position at the Partnership. Employees are responsible for discussing with their department head and supervisor how much of their job, if any, necessitates their on-the-job participation in social networking of any sort and act accordingly.
- f. Only employees authorized to do so by the President may speak on behalf of the Partnership or establish or update a Partnership presence on a public social network.
- g. Do not create a link from your blog, website or other social networking site to the Partnership's website without identifying yourself as a Partnership employee.
- h. The use of social media for personal reasons during work hours or on Partnership

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equipment should be restricted to breaks and lunch periods.

- i. Employees are prohibited from taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.
- j. Employees may raise questions or complaints concerning the use, set up or maintenance of social media with Human Resources Coordinator, their supervisor or the Information Technology staff, as appropriate, without fear of reprisal.