

SAMPLE

The following is (your organization's name) social media, blogging and social networking policy. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, employees should use their professional judgment and take the most prudent action possible. Consult your supervisor or upper level management if you are uncertain.

We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. Examples include but are NOT limited to; Facebook, MySpace, LinkedIn, Twitter, Foursquare and LiveJournal.

This policy separates the issue of participation into "personal" and "work-related" activities.

Social Network Site Usage

1. It is inappropriate for employees to communicate, regardless of the reason, with current members enrolled in the (organization) on any public social networking web site.
 - This includes becoming "friends" or allowing students/clients/members access to personal Web pages for communication reasons. (see Non-fraternization and Conflict of Interest policies)
 - We strongly encourage you to make all your personal social networking accounts "private".
2. Personal blogs/posts should have clear disclaimers that the views expressed by the author is the author's alone and do not represent the views of the (organization). Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the (organization) either officially or unofficially.
3. Information published on your blog/posts should comply with the (organization's) confidentiality and disclosure of proprietary data policies. This also applies to comments posted on other blogs, forums, and social networking sites.
4. Be respectful to our organization, other employees, volunteers, members, partners, and yes, even competitors.
5. Be thoughtful when posting items online (i.e. photographs, etc.) as some may be considered offensive to other parties and a violation of other (organization's) policies.
6. Social media activities should not interfere with work commitments. Internet use on organization time is authorized for (organization) business only. Any posts made to your account might be stored on (organization's) server & may be accessed at any time.
7. Your online presence reflects the organization. Be aware that your actions captured via images, posts, or comments can reflect that of our organization. You are prohibited from

using any (organization's) logo or trademark without the written consent of the Executive Director.

8. Do not reference or site (organization) participants, clients, youth, parents, employees, or volunteers without their or their parent's express consent. In all cases do not publish any information regarding the clients we serve or their families during the engagement. Remember that client information is considered private and confidential.
9. Never post information that is considered proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts) or harassing in any way.
10. Respect our audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in (organization's) workplace or violate any of the organizations personnel policies.
11. Use your best judgment. Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the rules above and think about why that is. If you're still unsure, and it is related to the (organization), feel free to discuss it with your manager. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.
12. Again, you have sole responsibility not only for what you post or publish but what others post and publish on your social networking site. Remember that all the above rules apply to comments and blogs posted by others on your site. Please exercise your best professional judgment and take the most prudent action possible when posting and monitoring your web-based social networking sites. Employees must comply with the Terms of Service of each site you use.
13. (Organization) reserves the right to monitor employee use of social media whether at work or at home.
14. Any violations of this or any (organization) policies & procedures may lead to disciplinary action up to & including immediate termination of employment.

The very nature of the Internet and social networking sites are that they are ever-changing. The (organization's) guidelines are intended to provide direction if employees choose to use social networking sites and/or blogs for either personal or professional reasons.

While the use of these sites is becoming commonplace, it is important that (organization's) employees remember to conduct themselves in an appropriate manner. The goal is to help staff avoid any unintended situations that could adversely affect their professional standing with the (organization). These guidelines are not intended to restrict participation by employees or violate the employees right to communicate, but rather to provide some level of protection if they choose to engage in online activities.

** This policy is not intended to provide legal advice in any form and is not a substitute for such advice We recommend having legal counsel review any and all policies prior to implementation.