



Policy Number:

35

Effective: September 15, 2014

Revised: October 16, 2017

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Subject: Social Media Policy

## **PURPOSE:**

Camden County Developmental Disability Resources (CCDDR) shall have a policy to implement sound social media management practices that allow for information distribution, information gathering, communications, program/service/support promotion, and all related activities. All social media management practices of the Board shall comply with applicable state and federal laws.

## **POLICY:**

### **I. Expectations**

CCDDR expects all of their employees who participate in online social networking and the use of social media to understand and follow the guidelines set forth in this policy. These guidelines cover all social media websites including but not limited to Facebook, MySpace, LinkedIn, blogs (Twitter), newsgroups, chat rooms, video and photo sharing websites (YouTube, Flickr), Forums and discussion boards (Google Groups, Yahoo! Groups), and online encyclopedias (Wikipedia, Sidewiki). Social media websites are widely accessible allowing users a means of communicating worldwide. What you post may linger around a long time, so consider the content carefully before you post. CCDDR's clients and their business are confidential. Be smart about protecting yourself, your privacy and our agency's confidential information. Don't post about clients or potential clients!

Employees of CCDDR are allowed to access social media on company computers; however, this access should not interfere with productivity during working hours. If blogging and/or posting is done while an employee is on duty, from agency equipment, it must pertain to the CCDDR agency and comply with all agency policies and procedures related to confidentiality, ethics, code of conduct, use of agency equipment, and discrimination/harassment. CCDDR reserves the right to monitor employee profiles and postings on social media sites.

## II. Responsibility for Content

Only employees authorized by the Executive Director are to post on social media websites on CCDDR's behalf. An employee making unauthorized posts may be personally and legally responsible for the content of information which the employee posts on social media sites. Employees are prohibited from using their agency e-mail address as their login name or user "handle" in their personal profiles or when posting, blogging, or tweeting. Employees are also prohibited from using CCDDR logos, trademarks and other intellectual property unless authorized.

## III. Know You're Always "On"

You represent CCDDR at all times and you must assume that your social media usage is visible to clients, managers and prospects. Be sure to manage what and with whom you are sharing.-

## IV. Maintaining Confidentiality of Agency Information

State and federal laws, as well as agency policies, prohibit current and past employees from divulging confidential agency information. In particular, employees are required to maintain the confidentiality of protected agency information and are prohibited from disseminating such information through the use of social media sites. Confidential information may include financial, legal, internal policies and procedures, and client photos or information, as well as other employees' personal information.

## V. Maintaining CCDDR's Positive Image

Employees may not make discriminatory, harassing, defamatory, libelous or slanderous statements about the agency, its employees, Board of Directors, vendors, clients, or providers. Be respectful as you can have an edge without being obscene. Do not make remarks that could be interpreted as off topic or offensive. Always demonstrate respect for others' points of view, even when they are not offering the same in return.

Employees may not blog/post comments regarding any sensitive or confidential matters of the agency. Employees are responsible for conducting themselves as role models for those persons the agency serves and must act accordingly.

## VI. Speaking on Behalf of CCDDR

Blogs are individual, not agency communications, and employees must represent that they are expressing their personal opinions and not those of the agency while blogging using social media on their own time. Only CCDDR's Executive Director and Executive Director's designees are permitted to speak on behalf of CCDDR.

## VII. Disciplinary Action

Violation of any aspect of this Social Media Policy may result in disciplinary action up to and including immediate termination.

If in the event an employee is deemed eligible for rehire at time of separation, slanderous remarks made about CCDDR or its employees would result in an ineligible status for rehire.

These terms and conditions govern your use of any social media platform and are subject to change without notice.

You are responsible for the content you post and all activity that occurs under your account. You may not misrepresent yourself or take on the identity of someone else in order to post any content relating to CCDDR.

*You agree not to use any social media sites for:*

- Defamation
- Harassment
- Offensive content
- Illegal activities
- Activities damaging to the reputation, public trust, or confidence placed in CCDDR

You agree not to post content that is illegal, obscene, threatening or abuse intellectual property rights on any social media site that can be reasonably linked to your status as an employee of CCDDR.

CCDDR reserves the right to review, edit and/or delete any of your postings at its sole discretion. This may require you to log on to your social media identities in the presence of CCDDR management to remove or alter posts as a condition of employment.

### **REFERENCES:**

- CARF Standards Manual