



Policy Number:  
35  
Effective: September 15, 2014  
Revised: October 16, 2017, July 8, 2021

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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:**

In the rapidly expanding world of electronic communication, “social media” can mean many things. As used in this policy, “social media” includes all means of communicating or posting information or content of any sort on the Internet, whether through Facebook, Twitter, You Tube, or similar site, and it includes employees’ or someone else’s web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, as well as any other form of electronic communication.

CCDDR understands social media can be a fun and rewarding way to share an employee’s life and opinions with family, friends, and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist in making responsible decisions about use of social media, CCDDR has established these rules and guidelines for appropriate use of social media.

Rules for Work-Related Use of Social Media

If employees are authorized to engage in social media use on behalf of CCDDR, the employees must follow all of the same guidelines set out below for personal use of social media. Employees must also comply with any additional instructions they may receive regarding such work-related use.

Remember, when employees engage in social media use on behalf of CCDDR as part of their jobs, they are speaking for CCDDR. Therefore, all such communication must be solely for the benefit of CCDDR, and the content of such communication is subject to approval at all times.

## Guidelines for the Personal Use of Social Media

Ultimately, employees are solely responsible for what they post online in their personal use of social media. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind any conduct adversely affecting employees' job performance, the performance of fellow employees, or otherwise adversely affects the Board of Directors, clients, vendors, people who work on behalf of CCDDR, or CCDDR's legitimate business interests may result in disciplinary action, up to and including termination.

### Know and Follow these Guidelines

Carefully read these guidelines as well as other CCDDR policies, and ensure postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject employees to disciplinary action, up to and including termination.

### Be Respectful

Always be fair and courteous to fellow employees, clients, vendors, other stakeholders, or people who work on behalf of CCDDR. Also, keep in mind employees are more likely to resolve work-related complaints by speaking directly with co-workers or using CCDDR's internal complaint procedures rather than by posting complaints to a social media outlet. Nevertheless, if employees decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating; that disparage our clients, employees, other stakeholders, or vendors; or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, national origin, religion, age, disability, sexual orientation, or any other status protected by law or CCDDR policy.

### Be Honest and Accurate

Employees are to always be honest and accurate when posting information or news, and if employees make a mistake, employees need to correct it quickly. Be open about any previous posts that have been altered. Remember the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors known to be false about CCDDR, the Board of Directors, fellow employees, clients, vendors, other stakeholders, or other people working on behalf of CCDDR.

### Post Only Appropriate and Respectful Content

Maintain the confidentiality of CCDDR's trade secrets and private or confidential information such as internal reports, financial policies or procedures, client information, or other internal business-related confidential communications.

Express only personal opinions. Employees shall never represent themselves as a spokesperson for CCDDR unless authorized to do so by the Executive Director. If CCDDR is a subject of the content being created, employees are to be clear and open about the fact they are employees and make it clear that their views do not necessarily represent those of CCDDR, the Board of Directors, fellow employees, clients, vendors, other stakeholders, or people working on behalf of CCDDR. If employees publish a blog or post online related to the work being performed or subjects associated with CCDDR, they are to make it clear they are not speaking on behalf of CCDDR. 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 CCDDR.”

#### Personal Use of Social Media at Work

Personal use of social media while at work or while on working time is not permitted. Do not use CCDDR’s email addresses to register on social networks or other sites for personal use.

#### Media Contacts

Employees should not speak to the media on CCDDR’s behalf unless authorized to do so by the Executive Director. All media inquiries should be directed to them.

#### Retaliation Is Prohibited

CCDDR prohibits 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.

#### For More Information

If employees or other stakeholders should have questions or need further guidance, please contact the Executive Director.

#### **REFERENCES:**

- CARF Standards Manual