



Policy Number:

35

Effective: September 15, 2014

Revised:

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Subject: Social Media Policy

## **PURPOSE:**

It is the policy of Camden County Developmental Disability Resources 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 and Board members 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 and Board members of CCDDR are allowed to access social media on company computers, this access should not interfere with productivity during working hours. If blogging and/or posting is done while an employee and Board member 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 and Board member profiles and postings on social media sites.

## II. Responsibility for Content

Only employees authorized by the Executive Director and Board members authorized by the Board of Directors are to post on social media websites on CCDDR's behalf. An employee or Board member making unauthorized posts may be personally and legally responsible for the content of information which the employee posts on social media sites. Employees and Board members 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 and Board members 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. Keep in mind that while we all have the occasional work frustration, Facebook and Twitter are not the best venues in which to air them as those comments are available to your clients and coworkers.

## IV. Maintaining Confidentiality of Agency Information

State and federal laws, as well as agency policies, prohibit current and past employees and Board members from divulging confidential agency information. In particular, employees and Board members 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' and Board members' personal information.

## V. Maintaining CCDDR's Positive Image

Employees and Board members may not engage in discriminatory, 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 and Board members may not blog/post comments regarding any personnel, sensitive, or confidential matters of the agency. Employees and Board members may not engage in comments that are inconsistent with any principles of teamwork, as developed by agency staff, which require that staff be respectful of co-workers, communicate professionally, be supportive of team goals and decisions, share information and resource so as to enhance the performance and needs of others. Employees and Board members 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 and Board members 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, Executive Director's designees, or Board of Directors' 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:***

- Personal attacks
- Defamation
- Harassment
- Offensive content
- Aggressive behavior
- 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, former employee, Board member, or former Board member 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 or the Board of Directors to remove or alter posts as a condition of employment or Board appointment.

Opinions and views expressed by individuals as postings on CCDDR sites are not necessarily those of CCDDR, its officers, employees, staff or members of its Board of Directors.

**REFERENCES:**

- CARF Standards Manual