



SOCIAL MEDIA POLICY

This policy provides guidance for employee and volunteer use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

- The following principles apply to professional use of social media on behalf of The Still Place as well as personal use of social media when referencing The Still Place.
- Employees and Volunteers (hereinafter “Team Members”) need to know and adhere to The Still Place’s Handbook when using social media in reference to The Still Place.
- Team Members should be aware of the effect their actions may have on their images, as well as The Still Place’s image. The information that you post or publish may be public information for a long time.
- Team Members should be aware that The Still Place may observe content and information made available by team members through social media. Team members should use their best judgment in posting material that is neither inappropriate nor harmful to The Still Place, its employees, or the families we serve.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Team members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, team members should check with the Director of Operations and/or Executive Director.



- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Team members should refer these inquiries to authorized The Still Place spokespersons.
- If team members encounter a situation while using social media that threatens to become antagonistic, team members should disengage from the dialogue in a polite manner and seek the advice of a The Still Place staff member.
- Team members should not post images of current or former employees, volunteers, family members or partners. All photos will be posted by the program director, the director of operations or the executive director. Please send your photos to them if you think they are postworthy. Additionally, team members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with team member responsibilities at The Still Place. The Still Place's computer systems are to be used for business purposes only. When using The Still Place's computer systems, use of social media for business purposes is allowed (ex: Facebook, Instagram, Video logging and work pertaining only to The Still Place), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates [the Company's Code of Conduct] or any other company policy may subject a team member to disciplinary action or termination.