

UPSTATE WORKFORCE BOARD Social Media Policy

This policy conveys guidelines governing the publication of and commentary on social media websites by staff members of the Upstate Workforce Board ("Upstate WB"). For the purpose of this policy, social media includes any facility for online publication and commentary, including, but not limited to, blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, Instagram and YouTube. ***This policy is in addition and complementary to any existing or future policies regarding the use of technology, such as computers, email, and the Internet.***

I. Purpose:

- A. The Upstate WB recognizes the importance of social media tools in shaping public thinking about the organization. The Upstate WB also recognizes the importance of staff members joining in and helping to shape industry conversation and direction through blogging and involvement in social media. The Upstate WB encourages employees to interact knowledgeably, socially, and responsibly on social media sites and the Internet.
- B. To ensure that all staff members are responsible and understand their responsibilities to the organization when participating in social media, the following guidelines have been established. No policy can lay down rules to cover every possible situation. Instead, it is designed to express the Upstate WB's philosophy and set forth general principles when using social media.
- C. Upstate WB staff members are free to publish or comment via social media in accordance with the policy. Upstate WB staff members are subject to this policy to the extent that they identify themselves as an Upstate WB staff member, e.g., using an official work email address and/or listing the Upstate WB as an employer on a profile.

II. Prohibited Communications:

- A. Social media cannot be used for transmitting, retrieving, or storing any communication that is:
 - Discriminatory or harassing
 - Derogatory/Defamatory to any individual or group
 - Obscene, sexually explicit or pornographic in nature
 - For any purpose that is illegal
 - For any purpose that is contrary to the Upstate WB's policy or business interests

Staff members that engage in prohibited communications will be in violation of this policy and may also

be referred to law enforcement.

B. Setting Up and General Use of Social Media:

1. Social media identities, logon ID's, and usernames may not use "Upstate WB" without prior approval from the Executive Director.
2. Staff members are not authorized to speak on behalf of Upstate WB or to purport that they do, without prior permission of the Executive Director.
3. If you are communicating on social media sites that mention Upstate WB, it is courteous to let your supervisor know that you are doing this. Your supervisor may choose to visit these sites from time to time.

C. Access to Employee Communications:

1. The Upstate WB and/or Executive Director reserves the right, at its discretion, to review any employee's electronic files and messages to the extent necessary to ensure electronic media and services are being used in compliance with this policy or other organization policies.
2. Staff members should NOT assume electronic communications are completely private. Accordingly, if they have sensitive information to transmit, they should use other means.

III. Appropriate Use Guidelines:

- A. Confidentiality:** You may not share information that is confidential about the organization, its partners, customers, or other staff members. Confidential information includes, but is not limited to, personal identifying information. If you are unsure as to whether information could be classified as confidential or not, speak with your supervisor before releasing the information.
- B. Privacy:** Consider the privacy rights of other staff members, customers, partners, and others. Seek their permission first when writing about or displaying internal organization activities which may be considered a breach of their privacy and confidentiality. Written permission should be obtained and kept in file.
- C. Honesty & Accuracy:** When participating in social media forums, do not attempt to post blogs or other postings that attempt to hide the identity of the sender or represent the sender as someone else. Do not use pseudonyms, false screen names or anonymous postings. Be honest about who you are. Do not say anything that is dishonest, untrue, or misleading. Strive for accuracy and get the facts straight before posting them on social media. You should not make any statements that are contradictory or in conflict with the Upstate WB's website or public position. If you see misrepresentations made about the Upstate WB you may respond with respect and with the facts, but avoid arguments. If you make an error, correct the posting or remove it as soon as you become aware of the error. Inform your supervisor immediately if an error is made.
- D. Respect:** The Upstate WB requires that you show proper respect for the organization and current and potential staff members, customers, and partners. The public in general and Upstate WB's customers and staff members represent a diverse set of customs, values, and points of view, and staff need to be aware of this.
- E. Fair Use:** Upstate WB allows its staff members to participate in social networking under the

guidelines of this policy, however, all staff members are expected to respect the organization's time whilst at work and not allow themselves to become excessively distracted from their expected duties. Staff members are reminded that their use of technology may be monitored, and as such, excessive use of social media for personal use whilst at work will be detected and addressed as appropriate.

IV. Violations:

Any staff member who abuses the privilege of their access to e-mail, Internet, and social media websites in violation of this policy will be subject to corrective action, including possible termination, legal action, and criminal liability.