Policy Title: Employee Use of Social Media

Program or Department: All Programs and Departments

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Title of Staff Member(s) Responsible for Implementation: All employees

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Procedures Written/Revised by: Louis Scrima, Vice President Human Resources
Procedures Date Revised: 
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Policy:

Children’s Friend recognizes that Social Media is a powerful force for communication and engagement and that many of its employees participate in various forms of online media—Facebook, You Tube, Yelp, blogs, MySpace, etc. Employees of Children’s Friend who discuss their work at Children’s Friend, and/or identify themselves as employees of Children’s Friend must, in their online postings comply with all applicable Children’s Friend Policies and Procedures; the agency’s Code of Conduct; relevant codes of professional conduct. Unless specifically empowered by the President and Chief Executive to speak on behalf of the agency employees must make it clear in their postings that they are communicating personally and not on behalf of the agency.

Procedures:
1. Only employees or persons authorized by the President and Chief Executive Officer may speak for Children’s Friend in any online medium. Only employees or persons authorized by the President and Chief Executive Officer may establish a Children’s Friend presence on line, including, but not limited to, the use of the Children’s Friend logo or any other trademarked or copyrighted materials or images.
2. Employees whose job responsibilities include posting information on social media sites may utilize social media during work hours. All other employees may not access the internet, on any device, for personal use during work hours. See the Children’s Friend Internet Use Policy.

3. Employees who use social media to discuss their work at Children’s Friend must be mindful of the impression their online posts create. Use your real name. Be polite and courteous. Respect copyrights and trademarks. Do not advocate illegal acts. All your statements relating to Children’s Friend must be true and not misleading. Always include a disclaimer that what you are writing is your personal opinion and not the opinion of Children’s Friend.

4. Employees who post on social media may not disclose any confidential or proprietary information belonging to Children’s Friend. Such information includes, but is not limited to, Children’s Friend polices and procedures, financial information, business strategies, and employee personnel and disciplinary information.

5. Employees who use social media to discuss their work must protect client confidentiality. Do not use any identifying information or events which could reasonably lead people to identify a client or the client’s family or friends or co-workers. All employees who post online must strictly comply with the Agency Policy, Client Confidentiality/Release of Information.

6. Employees who either link to Children’s Friend on their own, or other, pages, or who discuss Children’s Friend in any online medium must be respectful of Children’s Friend, its clients and programs and policies. Employees will not post anything that may, in the opinion of the agency, be detrimental to Children’s Friend, its programs, its clients, its employees.

7. Children’s Friend fosters a supportive work environment free from harassment. Employees who post online must insure that they do not engage in conduct that could be considered offensive or harassing. Employees who post online must comply with the Children’s Friend Personnel Policies.

8. Employees of Children’s Friend must not have an online personal relationship with clients or clients’ families of Children’s Friend.

9. Employees of Children’s Friend will not upload images or videos taken at Children’s Friend or of Children’s Friend clients or programs without the express written consent of the President and Chief Executive Officer.

10. Engaging in any behavior that is contrary to this Social Media Policy is grounds for disciplinary action, up to and including termination of employment.
(depending on the severity of the violation). This policy will not be construed or applied in a manner that interferes with employees’ rights under Section 7 of the National Labor Relations Act, including employees’ rights to discuss collectively the terms and conditions of their employment.
Facebook Comment and Posting Policy

The purpose of this page is to provide information and updates about Children’s Friend. You are encouraged to submit questions, comments, or concerns. Please note that this is a moderated page and not a public forum.

Children’s Friend reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that disparages people based on their ethnic group, race, religion, sexual identity, age, or other immutable characteristics. Further, Children’s Friend reserves the right to delete comments that:

1. Are spam or include links to other sites.
2. Are off-topic.
3. Advocate illegal activity.
4. Infringe on trademarks or copyrights.
5. Contain any confidential information.
6. Promote programs, services, products, political organizations or political positions.
7. Any other comment that, in the opinion of Children’s Friend is harmful to the agency’s mission.