

**SOCIAL MEDIA**

**HR C6.1**

**INTENT**

Technology expands and changes more quickly than policy can be written to protect the interests of the Society’s stakeholders. This policy acknowledges social networks such as web-based discussion or conversation pages and other forms of social networking such as Facebook, Twitter, LinkedIn, etc. as significant emerging forms of public communication and the need for guidelines for use.

**POLICY**

The Society holds all of our employees who engage in social networking to the same standards we hold for any public communications such as: comments to a TV, radio or news reporter (see HR C6 Public Relations). Therefore, all employees will ensure that any public communication they make, including social networking communications, must not negatively impact the reputation of the organization, its clients, staff or board members or any other stakeholders. Employees must have prior authorization to speak publicly on behalf of the Society. If in doubt about the information you plan to post, always check with your supervisor or the Executive Director for guidance.

**General Guidelines and Examples of Prohibited Communications:**

- Assume at all times you are representing our organization when engaging in any form of social networking.
- If you would not say it on the air or have a reporter write it in a column, don’t tweet it, post it on Facebook or post it on any public web page.
- Exercise discretion, thoughtfulness and respect for your colleagues, board members and our partners.
- Do not discuss internal policies or operations issues in any manner that could reflect poorly on the Society.
- Do not engage in public criticism or disparagement of Community Services personnel, clients, board members or partners.
- Be mindful that all public communications that reference Sunshine Coast Community Services including social networking communications, are subject to review, and may lead to discipline to the extent the public communication harms our organization.

Employees are discouraged from “friending” clients in any form of social media. Instead, it is suggested that you encourage clients to friend the Society’s Facebook page as a way to connect to the programs, services and staff.

<b>EFFECTIVE: December 1, 2015</b>	<b>APPROVED BY: Executive Director</b>	
<b>REPLACES: April 1, 2014</b>	<b>MONITORING: Executive Director</b>	<b>FREQUENCY: Annually</b>