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Social Media Guidelines

Web applications that facilitate information sharing and collaboration include web-based communities, social-networking sites, video-sharing sites, wikis, blogs and countless others. Together, these technologies are known as “social media.” As the popularity and integration of social media continues to increase in popularity, a number of new issues and questions are raised about proper use. These Guidelines were created to assist Nonprofit employees to effectively and responsibly navigate issues unique to social media.

These Guidelines apply to all Nonprofit employees who participate in social media or other Internet activity. The Guidelines apply without regard to whether the conduct occurs during working or non-working time. Similarly, the Guidelines apply regardless of whether Nonprofit equipment is used. If, at any time, you are uncertain about how to apply these guidelines or have any question about your participation in social media, you should seek the guidance of XXXXX .

Social media is in a state of constant change and Nonprofit recognizes that there will likely be events or issues that are not addressed in these Guidelines. Therefore, the responsibility falls to each individual to use good judgment and, when in doubt, to ask for clarification or authorization *before* engaging in any questionable conduct online.

The following Guidelines should be considered when posting or reviewing materials on-line.

1. Information becomes public the moment it is published on the Internet. Nonprofit employees should be mindful of the public nature of the Internet when engaging in conduct online. Further, employees should expect that other Nonprofit employees, including senior management, including our clients and funders will see anything that you post online.
2. Unless given written consent, you may not represent in any way that you are speaking on behalf of Nonprofit. Nonprofit has designated the (Title) as spokesperson for Nonprofit in all media statements to ensure consistent messaging.
3. All postings on social media must comply with our confidentiality and disclosure of proprietary information policies. Do not upload, post, or share photographs of Nonprofit staff or clients taken at any Nonprofit -sponsored event or pictures taken inside a Nonprofit office or work-related documents or e-mail exchanges. Similarly, preserve the confidentiality of client information, including the identity of current, former, and prospective clients. If you are unsure about the confidential nature of information you are considering posting, consult with your manager or supervisor.
4. Do not link to our website without written permission from XXXX.
5. Remember, you are responsible for what you write or present on social media. You can be sued by other employees or any individual that views your social media posts as an

invasion of privacy, obscene, defamatory, harassing, libelous, or creating a hostile work environment.

6. You are encouraged to address any workplace concerns through internal channels rather than social media. Our employee handbook describes various complaint resolution procedures that can be used for this purpose.

7. All agency policies that regulate off-duty conduct apply to social media activity including, but not limited to, policies related to illegal harassment, code of conduct, nondiscrimination, and protecting confidential and/or proprietary information.

8. Employees may not use Nonprofit equipment for non-work-related activities without permission. Additionally, our Electronic Media policy applies to social media use at work, including our policy that personal use of our computers, including personal social media activities, should not interfere with your duties at work. We monitor our facilities and equipment to ensure compliance with this restriction.

9. This policy is not intended to interfere with employees' right to participate in concerted activity such as communicating with their coworkers regarding their wages, hours or terms and conditions of employment, or to their right to self-organize or join labor organizations or any other rights protected under the National Labor Relations Act.

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Labor and Employment Risk Manager

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