

Social Media Policy

Social Media Usage

Scope:

The Commission expects all employees to follow the social media policy.

Also, by “social media”, the policy refers to a variety of online communities like blogs, social networks, chat rooms, and forums, and other tools of information dissemination – not exclusive to platforms like Facebook or Twitter.

This policy is built around two elements: one, using personal social media at work, and two, representing the Commission through social media.

Policy Elements

Using personal social media:

The Commission allows its employees to access their accounts at work. The expectation is that all employees act responsibly and ensure that productivity isn't affected.

Whether employees are using social media accounts for business or personal purposes, one can become easily distracted by the amount of available content. Restrict social media use to a responsible sum of time per workday.

The Commission requires that mindful content be posted when posting on social media. While the Commission can't restrict what employees post, the expectation of adherence to confidentiality, personnel policies, and by-laws remain intact. The Commission also cautions employees to avoid violating its personnel policies, by-laws, along with state and federal laws. Employees are expected to conduct themselves with common business ethics, and professionalism. By posting negative/inflammatory content future collaboration with colleagues or other entities becomes more difficult (e.g., hate speech, political opinions, crude jokes, coarse jesting, etc.).

Commission Requests Employees:

- **Ensure others know that personal accounts or statements don't represent the Commission's opinion.** Employees shouldn't state or imply that personal opinions and content are authorized or endorsed by the Commission. The Employee should use a disclaimer such as “opinions are my own” to avoid misunderstandings or inflammatory situations. Overall, it is best not to post any content not related to job duties during the Commission's business hours.
- **Avoid sharing confidential property** on personal accounts. Confidentiality policies, state, and federal laws always apply.
- **Avoid any defamatory, offensive, or derogatory content.** It may be considered as a violation of the Commission's personnel policy if directed towards colleagues, clients, or partners.

Representing the Commission

Employees that represent the Commission when handling social media accounts or speak on the Commission's behalf: When using any social media account use it with the expectation of acting carefully and professionally to protect the Commission's image and reputation.

Expectations:

- **Be respectful, polite, and patient**, when engaging the Commission's behalf. Employees should be extra careful when making declarations or promises towards customers and stakeholders.
- **Avoid speaking on matters outside your field of expertise** when possible. All employees should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow the Commission** personnel policies and by-laws and observe confidential information, plagiarism, and professionalism, along with fair use.
- **Inform the Executive Director** when preparing to share any major-impact content meaning anything that could be considered controversial.
- **Avoid deleting or ignoring comments** for no reason. It is the duty of Commission employees to listen and reply to criticism with professionalism at all times.
- **Never post discriminatory, offensive, or libelous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

Disciplinary Consequences

The Executive Director monitors all social media postings on Commission's account(s).

Disciplinary action will occur leading up to and including termination if employees do not follow these policy guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or commission accounts.
- Directing offensive comments towards other members of the online community.
- Directing offensive behavior toward fellow employees or community partners.

Violation of this policy intentionally or inadvertently, may result in a range of disciplinary action such as coaching, formal reprimand, and possible termination. The result of further violation/insubordination may result in stricter disciplinary actions including additional formal reprimand and possible termination.